

# LIFE

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Network: 2 P. M. Eastern Standard  
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"TRIUMPH" pen for personalized character writing—for putting you on paper. 16 different 14-K gold points to select from.

STRATOWRITER, the most dependable ball-tip writing instrument—for permanent notes in blue, red or green—for making carbons, signing stencils, addressing packages—writing on almost any surface, at any altitude, in any climate.

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SENTINEL TUCKAWAY—"TRIUMPH" Pen, \$12.50;  
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# Blazing sun and soaking water leave hair parched and brittle

18 holes on a bright, summer day do something for a man... but not for his hair. Sun bakes precious scalp oils. Wind dries them. Your shower completes the damage. In short, you fall heir to hair that's dull, brittle, unmanageable. Unless, friend, you...

Keep hair handsome with

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1. **50 seconds** to massage Vitalis on your scalp. Feel that stimulating tingle! Vitalis' pure vegetable oils go to work preventing dryness, helping natural scalp oils. You get hair that's *summer-proofed*... safeguarded against summer sun, wind, water.



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At drug counters  
and barber shops  
everywhere.

Product of Bristol-Myers



**Here's a  
tread that's built for  
covering ground...**



**A wider, flatter tread to give you  
*more safety and mileage!***



**T**HREE'S something distinctly new and better in tire design today, and it can be seen in today's new Hood "400".

It's a broader, more road-worthy tread that puts more rubber in actual contact with the highway.

Wear is more evenly distributed. Wear is slower. And, because there are more gripping edges to hug and hold the road, driving is safer. Stopping is quicker and surer.

Not built on, but *built up*—from the tire's innermost structure—this new design gives you a measure of all around driving satisfaction that couldn't have been bought before the war at any price.

***If it's HOOD—it's GOOD!***

# Free Perry Mason Mysteries

To New Members

... this Newest, Most Tantalizing of all



"UNDISPUTED KING OF MYSTERY FICTION WRITERS!" Says the Saturday Evening Post of ERLE STANLEY GARDNER

Read This Acclaim For His Latest Perry Mason Mystery!

"Ring out, wild bells, the glad news that we have a new exciting Perry Mason story! Get this book in a hurry! It's the cream of the crop and you won't lift your eyes from the page!" —Cleveland News.

"No fan of Erle Stanley Gardner will want to miss this latest 'case'!" —Phila. Inquirer.

Why is the Great Detective Spying on This Gorgeous Girl?—Read All About It in—

## ERLE STANLEY GARDNER'S THE CASE OF THE **FAN-DANCER'S HORSE**

**I**t's one thirty a.m. and Perry Mason—his eye to a crack in the hotel-room door—is drawing up a *timetable for murder!*

In the next two hours, a whole parade of mysterious visitors sneaks past that door and into Room 511. Nobody knows it then, but every one of those visitors is a candidate for the noose! For, lying flat in a pool of gore, lies the room's very-dead occupant, complete with a razor-edge sword in his chest!

Up to that point, it had been a simple case of lost property. Perry and Della Street found it in a wrecked jalopy—a complete fan dancer's wardrobe, consisting of two feather fans and a pair of white slippers. But when the gorgeous Cheri Chi-Chi shows up to claim her property, she seems to think she has lost a wounded saddle horse!

Perry's bewilderment hits bottom when his shapely client steals his car and disappears—and later is found burying a *bloody fan!*

Finally, comes the courtroom scene where you catch your first breath—as Perry ties the prosecutor in knots, dazzles the judge and jury with his brilliant logic, and pins the crime on the *real culprit!*

## Why We Want to Give You This Book FREE

The CASE OF THE FAN-DANCER'S HORSE is Erle Stanley Gardner's very latest Perry Mason thriller-diller. It's selling everywhere right now for \$2.50. But we want to give you a copy ABSOLUTELY FREE—to introduce you to the many advantages of belonging to the Detective Book Club.

Every month the Detective Book Club selects—from advance proofs and advance copies of the new detective novels—three BRAND-NEW mystery books. These three new books—complete and unabridged—are then published in a handsome volume, and offered to our members for the usual price of one single mystery novel.

### How This Club Brings You The Best NEW Mysteries

About 300 new detective books are published every year. You can't read them all. It's hard to find the best. But a mystery by Erle Stanley Gardner, Rex Stout, Agatha Christie, Mignon G. Eberhart, Ellery Queen or Carter Dickson is sure to be good! ALL OF THESE, and many other famous writers, have had their books selected by the Detective Book Club. Many are members of the Club themselves!

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- (1) Every month you are offered the cream of the finest BRAND-NEW detective books—by the best authors.
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Accept your FREE copy of THE CASE OF THE FAN-DANCER'S HORSE now! Your acceptance of this book, as a membership gift from the Club, will not obligate you to take every month's three-in-one selection. You may take as few as four each year you are a member. You may cancel your membership whenever you wish. A description of the next month's triple selection will be sent to you before-hand each month, and you may reject in advance any volume you do not want.

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### FREE—THE CASE OF THE FAN-DANCER'S HORSE

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Please enroll me as a member and send me, FREE, *The Case of the Fan-Dancer's Horse*, by Erle Stanley Gardner. In addition, send me the current triple-volume of the month, containing three complete new detective books.

This does not obligate me to take every monthly triple-volume during the next 12 months. I may take as few as four during this period, if I so wish.

I will receive an advance description of all forthcoming selections and may reject in advance any volume I do not wish to own. I need send no money now, but for each volume I accept I will send only \$1.89, plus a few cents mailing charges, as complete payment, within one week after I receive my book. (Books shipped in U.S.A. only.)

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## LETTERS TO THE EDITORS

### METROPOLITAN LIFE

Sirs:

One of the biggest bugbears of the life-insurance business is the impression of your "John Doe" in your story of the Metropolitan Life (LIFE, July 28) that the company is a squat-eyed manipulator, smoking a big black cigar as he sits behind a fat desk and decides how he can make further "tidy profits" from the policyholders' dough.

It is unfortunate that not until the seventh page of your story do you get around to mentioning (and then only casually) that Metropolitan is owned by its policyholders and that consequently all profits accrue to them....

HUGO T. TRUEMAN  
Saint John, N.B.

Sirs:

... Your flippant manner of explaining Metropolitan's "tidy profit" with the statement, "With every dollar it receives in premium payments, Metropolitan earns 22¢ in profit," is open to grave misunderstanding. That "profit" is more apt to be 3% than 22%!...

JOHN S. JOHNSON  
Maryville, Mo.

• LIFE did not mean to infer that Metropolitan makes a profit on its policyholders. The fact is that the Metropolitan realizes a profit on the investments it makes with its policyholders' money. In 1946 policyholders paid in \$1,100,710,194.83 while the company's shrewd investments earned net interest of a tidy \$224,932,013.67. Since policyholders are owners of the company this profit was also their profit.—ED.

Sirs:

Your statement concerning the use of the American Experience Table of Mortality, compiled in 1868, is an injustice. Actually insurance companies for a number of years have been supplementing this table with the latest data available so as to arrive at fair premium rates to their policyholders. The latest table released is based on mortality experience for the period from 1930 to 1941 and not on the basis of lives and deaths for 1868.

THOMAS A. TAGGART  
Salt Lake City, Utah

Sirs:

... As for the "highly profitable practice" of computing premiums with the aid of mortality tables compiled in 1868, it seems to me that it

### FOR THE CONVENIENCE OF LIFE'S NON-SUBSCRIBING READERS

**To see life  
To see the world  
To eyewitness great events**

I want to see **LIFE** each week.

PLEASE ENTER MY  
SUBSCRIPTION TO  
**LIFE** FOR  
ONE YEAR at \$5.50  
2 YEARS at \$10  
3 YEARS at \$13.50

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Enclosed \$ \_\_\_\_\_ Please send me  
L-8-18

(Mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill.  
Or give it to your newsdealer.)

would make little difference if they were computed from tables compiled by the ancient Aztecs—the policyholders would merely receive more dividends and the results would be the same in the end.

OSCAR R. OWEN  
New York, N.Y.

• Naturally Metropolitan and other progressive insurance companies have long supplemented the 1868 table with much other data. This year the New York State Legislature passed a law effective Jan. 1, 1948 requiring the abandonment of the 1868 tables in favor of a new set of tables based on mortality records updated to 1941.—ED.

Sirs:

You show a picture of Metropolitan's top underwriter, Mr. J. H. Jones, having written more than \$88 million last year. Is it possible for one man to do that in a year?

WALTER W. FULMER  
Columbia, S.C.

• Underwriter Jones can sell at an \$88-million clip because he is more ideal than typical. His specialty is selling group insurance to large corporations.—ED.

Sirs:

... You imply that Metropolitan invests a dollar and at the end of 30 years has earned only 12¢ interest. Two dollars and 12¢ (\$2.12) would probably be much closer to the actual return.

E. M. MACRAK  
South Pasadena, Calif.

• The return on a dollar of premium varies considerably by age, plan of insurance, number of years insured, etc., so that averages are misleading.—ED.

### DUST BOWL FARMER

Sirs:

I should like to congratulate Hugh Moffett on the fine way he handled the "Dust Bowl Farmer" (LIFE, July 28). As we see it in the Panhandle, Mr. Moffett's hardest job was to make a choice of the many interesting characters who weathered and outlived the Black Blizzards....

RUBY B. RISEN  
Hooker, Okla.

Sirs:

My hat is off to Farmer Witt. I well remember the crop year of 1935 on the Texas side of the so-called Dust Bowl. I left Fort Worth to begin a farm career in partnership with my uncle in Castro County, Texas. We paid down on a quarter section, borrowed money and bought an old gray horse and a bay horse and began with the vigor of pioneers. We drilled a well by hand and watched our new crop through a succession of dust storms. The only water we got was in the form of a hailstorm. The government gave us some seed, but the old gray horse ate so much dust in his feed that he died. So we fed the government seed to the other for fear he would die too. We still owe for the horse; we lost the land. I caught a ride to Fort Worth on a truck and have worked for wages ever since.

Farmer Witt has earned his fortune.

R. W. HOOPER  
Fort Worth, Texas

CONTINUED ON PAGE V

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## 5 MAIN-DISH FOODS

Packed with Hearty Nourishment  
to Make a Baby GROW

Meat... vegetables... cereal—just the foods Baby needs to grow big and bouncy—are combined in Campbell's strained Baby Soups.

When you serve them, you find hearty foods that combine meat and garden vegetables. They supply... all the meat... all the vegetables... a baby requires for sturdy well-being. And in proportions developed for good balance.

The trend is toward combination foods like these. They offer Baby meat-and-vegetable nourishment in a single main dish... from one glass jar.

Five kinds: Chicken, beef, lamb, liver combined with vegetables and cereal—and an all-vegetable soup of eight vegetables and oatmeal.

They taste good. Their natural flavors coax Baby to eat.

To keep his appetite eager... serve Baby a different one each day.

### MOTHER! NOTE THESE—

- Each is a main dish for Baby's meal.
- Just one glass jar to open for all the vegetables and meat Baby requires.
- Ready to warm and serve.
- Of same consistency as other strained foods.
- Can be fed as early as other strained foods. Just ask your doctor "when?" and "how much?"
- Every grocer who sells Campbell's Soups can supply Campbell's Baby Soups.

**Campbell's STRAINED BABY SOUPS**

"Main-dish" foods for Baby

**"BETTER TASTING!"**  
...MOTHERS SAY

LOOK FOR THE  
RED-AND-WHITE LABEL





RISÉ STEVENS,  
star of the Metropolitan  
Opera Company, and the  
Prudential "Family Hour,"  
Sunday afternoon over CBS.



Wonderful FM plus standard  
and short-wave broadcasts,  
and recorded music recreated  
by the sensational new G-E  
Electronic Reproducer. Push-  
button tuning. Sure action  
automatic record changer. 9  
tubes plus rectifier. 18th  
Century-inspired mahogany  
cabinet. Ask for Model 417A.



A magnificent performer is Model 326  
with its natural color tone from both  
radio and records. G-E Electronic Re-  
producer. Sure-action record changer.  
Storage for approximately 118 records.

**General Electric's finest  
table radio-phonograph**  
—Delight in its natural  
color tone. Discover new beauty in  
favorite records played by the amazing G-E  
Electronic Reproducer. Ask to see Model 304.



**Master craftsmen fash-  
ioned this superb French  
Provincial cabinet of  
genuine Honduran ma-  
hogany. Its de luxe ra-  
dio-phonograph brings you the wonders of FM,  
standard, and short-  
wave radio plus the G-E  
Electronic Reproducer.  
Push-button controls;  
12 tubes plus rectifier  
tube and tuning indi-  
cator tube. Model 302.**



## ELECTRONIC REPRODUCER

*...the most Beautiful  
record reproduction  
you ever heard!*

From the first notes you'll realize that here is record reproduction so astounding in its glorious realism that you scarcely believe your own ears. Even records you've played hundreds of times reveal thrilling new beauty. This is the magic of the new G-E Electronic Reproducer.

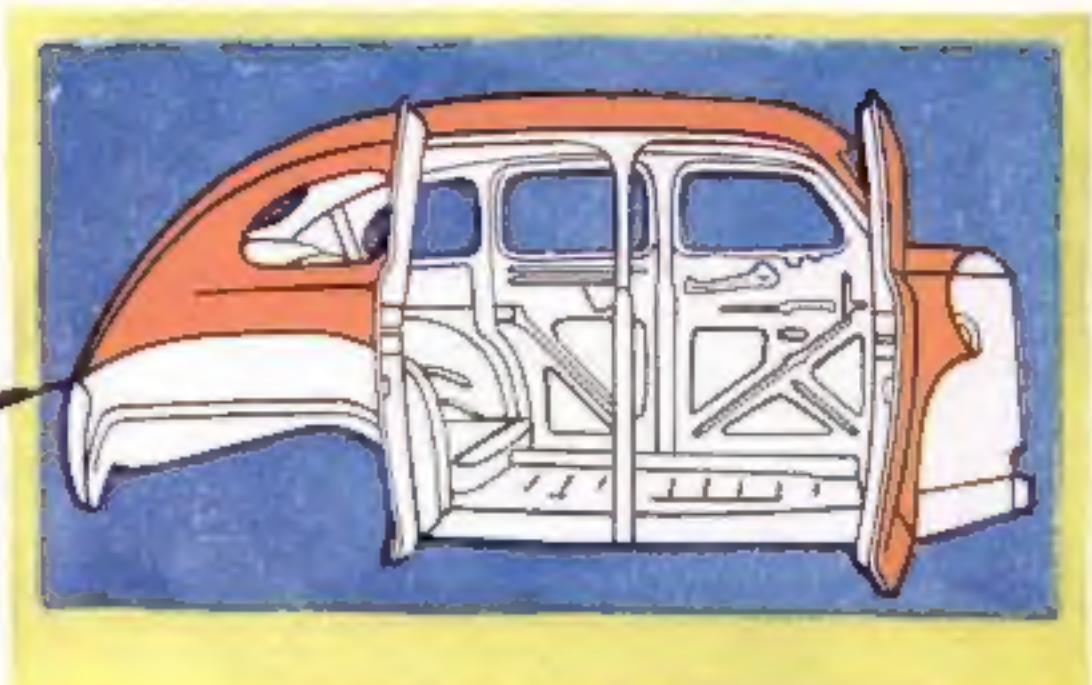
Against a background of velvety silence, the amazing G-E Electronic Reproducer magnetically recreates the full recorded sound. Of course, there is no need to change. The new G-E Electronic Reproducer is self-protecting, and your records are safer than ever before.

This sensational new reproducer is yours in every G-E automatic radio-phonograph. Prove its superiority to your own satisfaction. Ask your General Electric dealer for a demonstration.

# GENERAL ELECTRIC

LEADER IN RADIO, TELEVISION AND ELECTRONICS  
General Electric Company, Electronics Park, Syracuse, N. Y.

## natural color tone radios



Yeah, it's a Lifeguard Body!



What Power!

## Ford's out Front with the up and coming!



Queenly Interiors



Love at first sight



Ford has a V-8  
and a Six



Treasure Chest



Rest-ride springs!

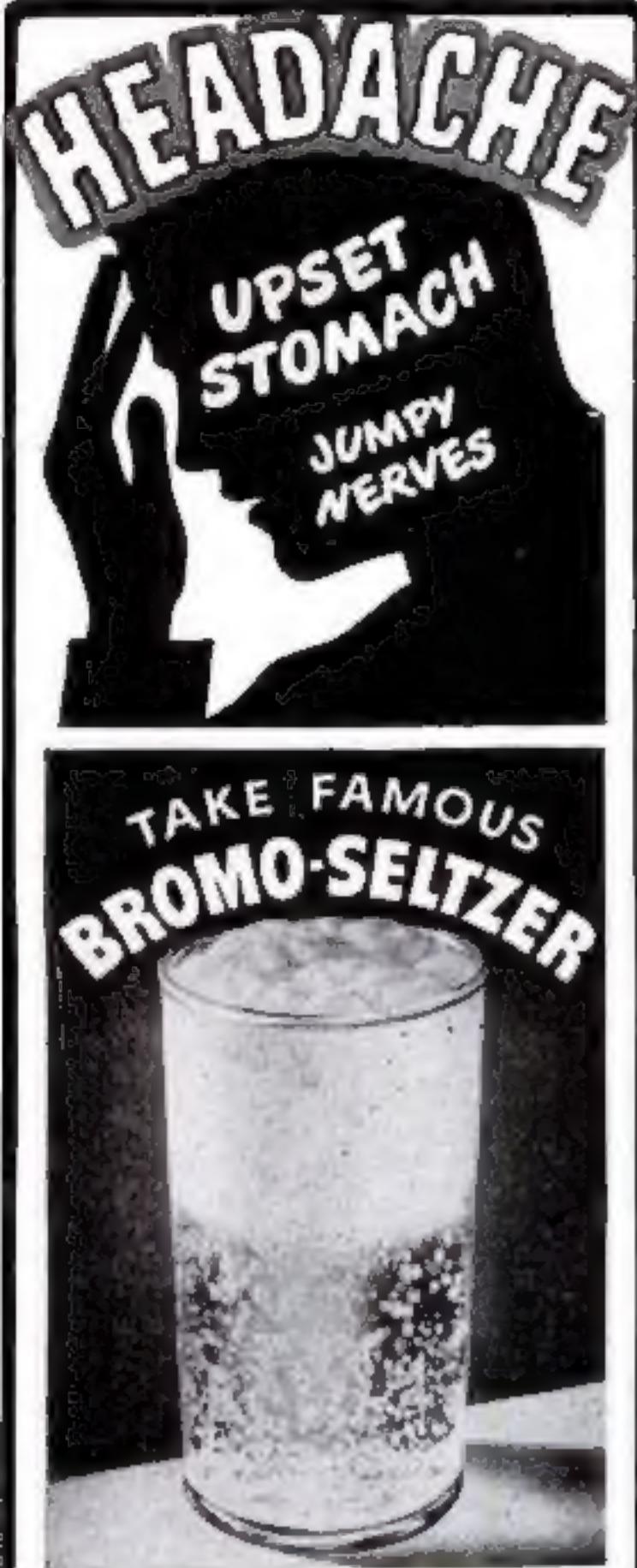
You said it—



There's a



in your future



Millions turn to Bromo-Seltzer when headache, upset stomach and jumpy nerves all strike at once. Because for many years, Bromo-Seltzer has been famous for fighting ordinary headaches three ways:

1. Relieves pain of headache
  2. Relieves discomfort of upset stomach
  3. Quiets jumpy nerves
- all of which may team up to cause trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action... ready to go to work at once. Caution: Use only as directed.

**Get Bromo-Seltzer at your drugstore fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.**



**For FAST headache help  
BROMO·SELTZER**

A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887

## LETTERS TO THE EDITORS

CONTINUED

Sirs:

"Dust Bowl Farmer, 1947" is a far cry from the time I worked as a hired hand for Jo Labo down in Texas County, Okla. I worked for old Jo for eight years. Labo and I agreed it was the greatest "next year" country in all this world. Each spring it was "Get up, old horse, we'll try it again." One day I threw in the sponge and told old Jo that since I had not received \$1 from him for eight years' work I was quitting pronto. Jo agreed with me that that was the fact of the case but begged me to stay and take over the farm and he would work for me for eight years. I caught a ride with a Norwegian family bound for Minnesota. I have never heard from old Jo but hope he too made half a million.

C. W. CULLEN

Waverly, Minn.

### SOVIET CONDUCT

Sirs:

"The Sources of Soviet Conduct" (LIFE, July 28) is the most objective and logical article I have read on the subject.

If such realism is the official attitude of our government, it behooves them to pursue a policy such as the Marshall Plan to contain Russian expansion and to make clear to all the world that it is our policy to prove that capitalism or private enterprise is the most workable method for improving the living standards of all.

There are two steps that America must take to implement this policy: 1) remove the road blocks to a smoothly functioning economic system at home by curbing the selfish minorities; 2) transform the United Nations into a real world government with the limited power of setting up a system of enforceable world law....

HENRY GOTLIBE

Detroit, Mich.

Sirs:

It is comforting to know that clear thinkers like Author X are manning the State Department.

MARJORIE A. BUCKLEY  
East Orange, N.J.

Sirs:

At last someone sees clearly that the chief selling point of a democratic nation is not its ability to drop atomic bombs on all dissenters. Free men will only maintain their freedom in the face of the challenge of the police state by the daily demonstration that men live in dignity and decency in a democratic world. This and not The Bomb will be the final answer to the Soviet Union.

HOWARD K. WEISBERG, M.D.  
Westbrook Junior College  
Portland, Me.

### HARVEY JONES

Sirs:

Just what does the Kiwanis Club hold against Harvey Jones (LIFE, July 28)? True, he is a Negro. He is also a war veteran. While with the Army overseas I knew several colored people. They turned out to be some of my best friends. Many of them gave their lives just to help us keep our freedom.

Jones was willing to pay \$1 for a chance on the car the same as anyone else. He took the chance of winning. Why hold his color against him? Give him the car!

GEORGE B. LORD

Bridgton, Maine

CONTINUED ON PAGE 18

G'BYE BOYS, IT'S

# Bug-a-boo

THE ALL-PURPOSE SUPER INSECT SPRAY WITH...

**D.D.T. plus PYRETHRINS**

for quick, sure kill and long-lasting Protection!

**Kills all 9\* Major pests!**

High Quality kept uniform by constant testing in Socony-Vacuum's Special Insecticide Laboratories. Sold at Leading Stores in your neighborhood.

**SOCONY-VACUUM**

**Kills Flies**  
**Ants**  
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**Silverfish**  
**Waterbugs**  
**Fleas**

**Bug-a-boo**

ALSO: Bug-a-boo Moth Crystals • Bug-a-boo Repellent • Bug-a-boo Garden Spray

Bug-a-boo has almost twice the killing power required by the U. S. Government for an AA grade insect spray. Used as directed, it is harmless to humans and pets... will not stain wool, draperies, rugs... is pleasantly pine-scented. Contains the same combination of bug-killing ingredients as the spray used by our jungle fighters in World War II.

For moth control, try Bug-a-boo without D.D.T. This time-tested bug killer is also recommended for those who prefer a straight pyrethrin spray.

TWO GREAT STARS . . . MAGICALLY, MAGNIFICENTLY

JAMES STEWART

Robert Riskin  
*in*

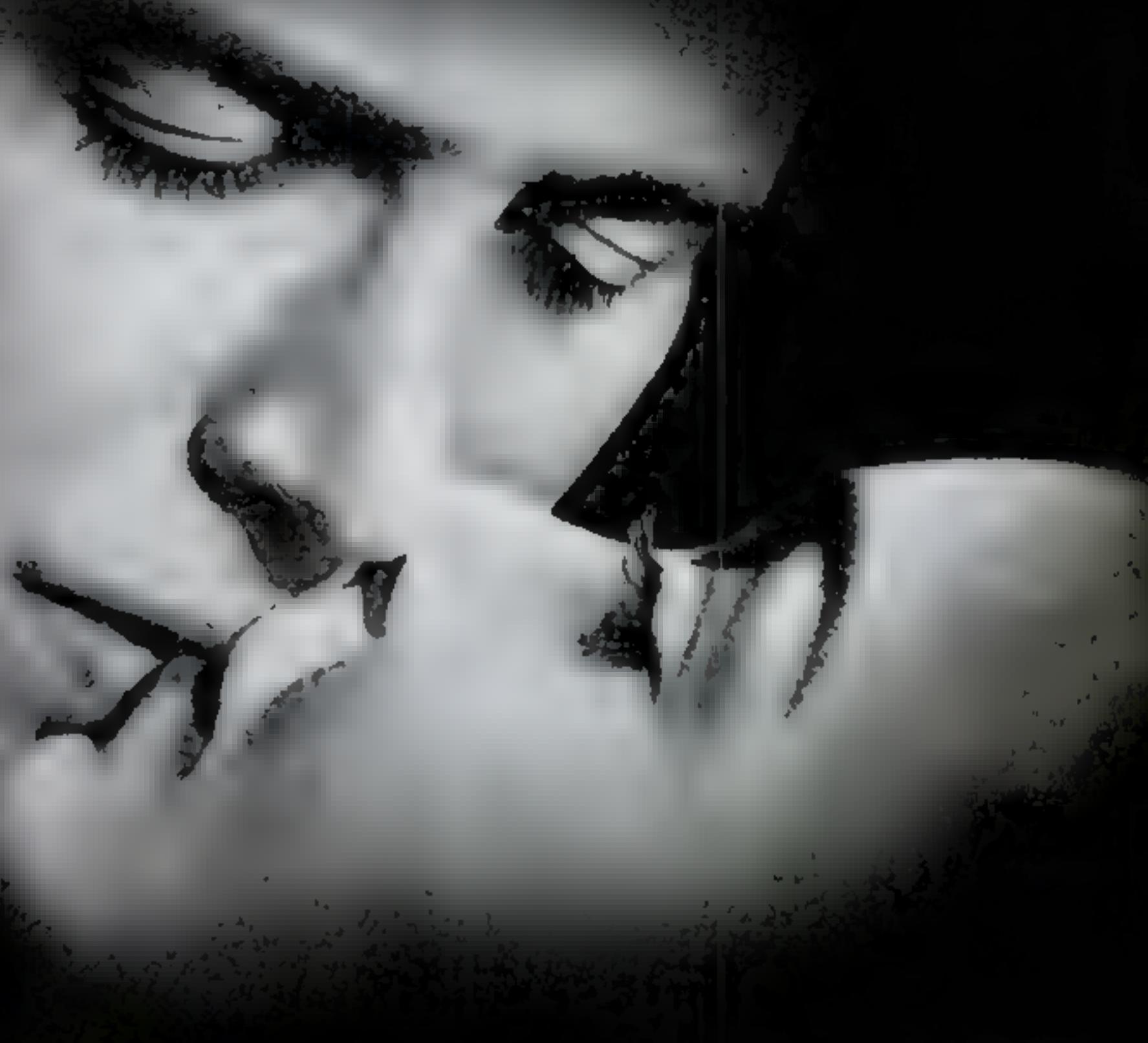


Magic Town

MAGIC TOWN



ICENTLY TOGETHER!



SAUCY and FLIP-PANT as their first meeting!



ELECTRIC as their sudden kiss!



STORMY as their love which jeopardized the happiness of thousands!



with  
**KENT SMITH • NED SPARKS • WALLACE FORD**  
Written and  
Produced by **ROBERT RISKIN** Directed by **WILLIAM A. WELLMAN**

A William A. Wellman Production • Released by RKO Radio Pictures, Inc.

DELIGHTFUL AS ONLY  
THE STARS OF "IT'S A WONDERFUL LIFE"  
AND "THE YEARLING"  
CAN BE!

*RC's been my favorite quick-up for four years*

"RC  
tastes best!"  
says VERONICA LAKE

co-starring in  
"VARIETY GIRL"  
A Paramount Picture

The taste-test proved to me that Royal Crown Cola is best-tasting of all. Try it! Say "RC for me!" It's the quick way to get a quick-up with Royal Crown Cola—best by taste-test!

Man!  
It's tempting!  
RC, that is!

**ROYAL CROWN COLA**

## LETTERS TO THE EDITORS

CONTINUED

Sirs:

I would like to inform you that Harvey Jones has received a check for \$3,200 instead of the car.

C. G. TURNER

Hickory, N.C.

POLAND

Sirs:

Some of the editorial changes made in my article, "How Russia Rules Poland" (LIFE, July 14), give an erroneous impression of the arrest of the 15 leaders of the underground. The Kremlin's aims had been attained primarily at Yalta and not through the arrest of the 15 leaders. The arrest was merely an incident characteristic of Soviet policy to destroy Polish nationalism and to hamstring the efforts to set up a truly representative democratic government.

Further, Mikolajczyk's majority party received in the elections only 28 seats and not 28% of the 444 seats.

ARTHUR BLISS LANE

Washington, D.C.

CAPE COD ART

Sirs:

Many thanks for the Cape Cod art story (LIFE, July 28). The presentation is dignified without being stuffy.

Immediate reactions are a few extra offers from the charming sex to give to the world their full beauty, at the sacrifice of their modesty, for the sake of art through my vision. The artist certainly leads a hard life.

LEON KROLL

Folly Cove, Gloucester, Mass.

Sirs:

It was with great sorrow that we read of the aspiring young artists at the Cape Cod art schools who have the uninspiring task of shooing flies and mosquitoes away from the model, thereby distracting them from the advancement of their "studies of the effect of sunlight on bare flesh." We stand ready to throw aside our engineering studies and sacrifice ourselves for the cause of art.

BILL COOLIDGE  
ROBERT GREGORY

Rolla, Mo.

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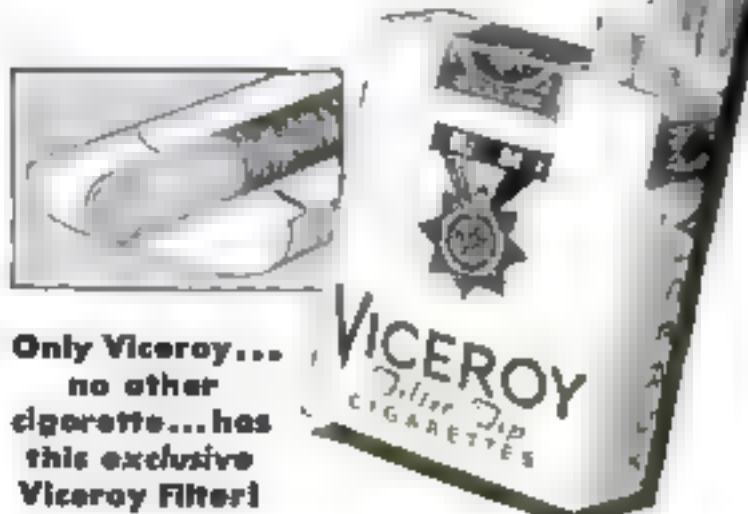
# 19,293 DENTISTS ADVISE



The Nicotine  
and Tars Trapped\*  
by The VICEROY Filter

## CAN NEVER STAIN YOUR TEETH!

"YES!" advise 19,293 dentists, "Smoke Viceroy!" The nicotine and tars trapped by the Viceroy Filter can never stain your teeth. No unsightly bits of tobacco can lodge between your teeth, cause more stain. Smoke Viceroy! No other cigarette gives you such a blend of rich, mild, luxurious tobaccos. No other gives you this exclusive Viceroy Filter.



Only Viceroy...  
no other  
cigarette...has  
this exclusive  
Viceroy Filter!

\*No filter can remove all nicotine and tars, nor does Viceroy make this claim.

# Keep cool as a cucumber —



## HERE'S A SWIFT'S BROOKFIELD DINNER that's easy to fix!

• You're fresh and ready for fun when you greet the family. For this meal gets you away from your hot kitchen in a jiffy.

Then, watch how appetites, wilted by Summer's sun, spring to life at the sight of old-fashioned "hot" potato salad with its tangy bite and savory links of SWIFT'S BROOKFIELD . . . the sausage with the "just-right" seasoning. Not too spicy, not too mild—it's the blend that millions find is seasoned "just-right".

Swift uses selected cuts of pure pork. Rich in energy-building proteins and Vitamin B, its uniform quality makes this sausage America's favorite year after year. Look for it in the gay red and blue package with the bright plaid ends!

**SWIFT'S BROOKFIELD SAUSAGE AND "HOT" POTATO SALAD.** Pan-fry Swift's Brookfield sausages according to directions on the package. As the fat accumulates measure 6 tbsp. and place these into another skillet. To the drippings add  $\frac{1}{2}$  c. vinegar,  $\frac{1}{2}$  c. water, 1 tbsp. salt,  $\frac{1}{4}$  tsp. pepper,  $\frac{1}{2}$  c. chopped onions and 2 tsp. sugar. Bring to a boil. Remove from the range and add  $\frac{1}{2}$  c. chopped pimento and 1 tbsp. of chopped parsley. Pour over  $2\frac{1}{2}$  lb. (about 9) cooked, cubed potatoes. Top these individual servings with 5 cooked sausages.





## Putting a telephone in for you ...a sample of teamwork by these two >>

Installing one telephone is a fairly simple job.

But making it possible for the Bell System to install telephones at a rate averaging 25 a minute every working day, calls for a lot of skillful teamwork by Western Electric—supply member of the Bell Telephone team.

Western Electric manufactures the telephones, wire and other equipment—

buys the installers' supplies and tools—delivers all these things where and when needed throughout the nation.

That's just a *small* sample of teamwork by Western Electric.

Teamwork on a *vast* scale goes into manufacturing, purchasing and distributing all kinds of telephone equipment and supplies and installing central office switchboards.



*Western Electric has always been an integral part of your Bell Telephone service—helping to make it the world's best at the lowest possible cost.*

### MANUFACTURER ...

of 48,000 varieties of telephone apparatus.



### PURCHASER ...

of supplies of all kinds for telephone companies.



### DISTRIBUTOR ...

of telephone apparatus and supplies.



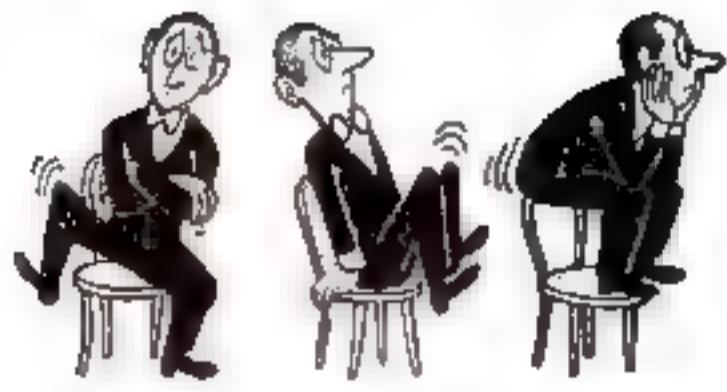
### INSTALLER ...

of telephone central office equipment.



A UNIT OF THE BELL SYSTEM SINCE 1882





A squirming young man  
couldn't sit well



'Cause his shorts didn't  
fit him a bit well!



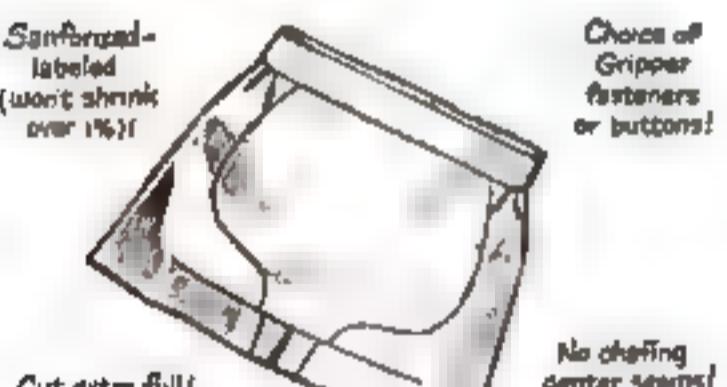
Said a friend, "You will find



Arrow Shorts never bind



They've no seam in the  
crotch, so they fit swell!"



**ARROW**  
**SHORTS**

\$1.00 \$1.25 \$1.50

Arrow Undershirts, 85¢ up

Made by the makers of Arrow Shirts

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## Quick relief from burning Athlete's Foot!

**Amazing Results in Clearing Up Athlete's Foot.**  
Tests prove that 9 out of 10—even severe  
advanced cases—get complete relief from itch-  
ing, burning Athlete's Foot after 30-day  
Quinsana treatment.

**Helps Prevent Athlete's Foot.** Athlete's Foot  
fungi exist wherever there is heat, perspiration  
and dampness... especially in shoes and socks.  
Quinsana helps destroy these fungi before they  
cause a serious case of Athlete's Foot!

**Keeps Feet Dry, Comfortable.** No clammy feel-  
ing on feet when you use Quinsana. Soothing,  
absorbs moisture, keeps feet feeling fresh.

**Just a Minute!** That's all it takes to use soft,  
soothing, pleasantly scented Quinsana.

**Shake Quinsana on feet,** smooth between toes.  
**Shake Quinsana in shoes** before, after wearing.  
Use Quinsana as part of your daily grooming.



The World's Largest Selling Athlete's Foot Powder

**MENNEN QUINSANA**



GERTRUDE STEIN'S STUDIO IN PARIS WAS FILLED WITH PICASSO PAINTINGS AND A CLUTTER OF UNCOMFORTABLE RENAISSANCE CHAIRS



STEIN CHILDREN, with a Hungarian governess and a tutor, posed in Vienna about 1876. Gertrude is at left, Leo in front.



AS A STUDENT at Johns Hopkins Medical School in the 1900s, Gertrude (under cross on door frame) liked to dissect corpses.



STEIN POSES before studio in costume in Vollon's portrait (opposite, upper right).



OLD FRIEND Thornton Wilder persuaded Miss Stein to send her remarkable memorabilia to Yale.



CARRIAGE RIDES were often tendered GIs (second from left) during war. Stein is here flanked by companion, Alice B. Toklas, and poodle Basket II.



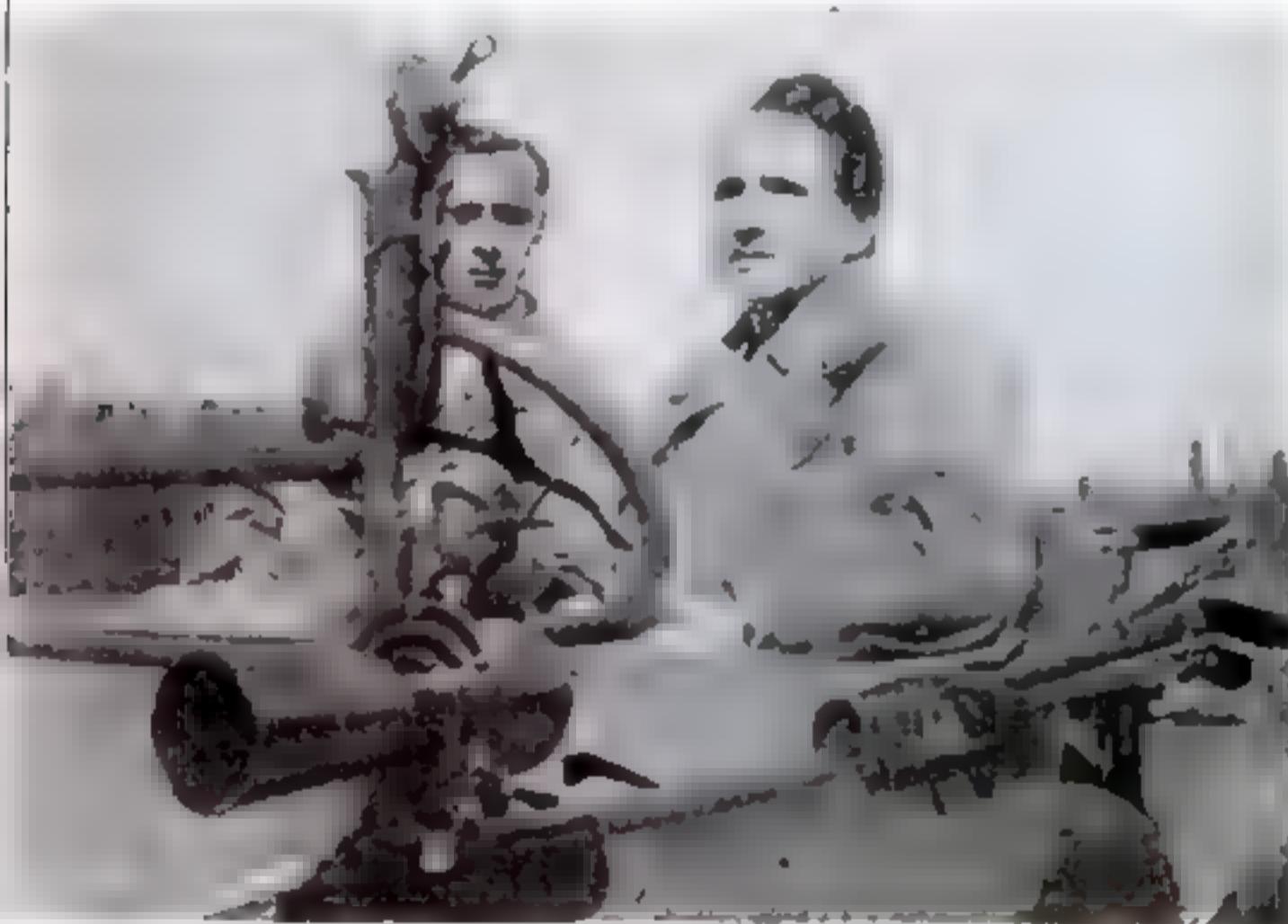
ARMY CAPTAIN, James M. Boles, persuaded Stein to make a speech to U.S. troops.

# SPEAKING OF PICTURES . . .

## . . . GERTRUDE STEIN LEFT A HODGEPODGE BEHIND HER

Ever since 1938 the Yale University Library has been receiving curious shipments of wildly disordered pictures and documents from France, most of them liberally sprinkled with poisoned wheat to discourage mice. The recently exhibited collection represents a bargain basement of memorabilia assiduously accumulated by the late Gertrude Stein, a Radcliffe girl now almost as famous for her leadership of one of the great artistic salons of her time as for her monumental preoccupation with the chemistry of words ("a rose is a rose is a rose").

She never threw anything away. Along with pictures of herself, some of which are shown here, and endless stacks of letters from Thornton Wilder, Carl Van Vechten, Ernest Hemingway, Sherwood Anderson and Picasso, is a vast array of old rent receipts, wallpaper, original manuscripts scribbled in cheap notebooks (*next page*) and instructions for servicing her old Ford (*below*). But if, as Brother Leo Stein contends in his recent *Appreciation: Painting, Poetry and Prose*, Gertrude was an atrocious cook, she must have been an excellent bookkeeper. The Yale collection contains evidence of every royalty she ever got, thus lending credence to the story of a facetious publisher who once sent her a check for "two thousand thousand thousand dollars dollars dollars." Replied Gertrude Stein tartly, "Cut out the nonsense and send the money."



**MODEL T FORD.** which Stein called Lady Godiva, was the subject of Anglicized directions to French garage mechanics like "Regarde le carburetor."



**PABLO PICASSO** (left) owes much of his fame to the enthusiastic press-agency of Stein, who got many of his paintings cheap and some of them free.



STEIN RESEMBLES A COMPLACENT BUDDHA IN VALLTON PORTRAIT



**DRAWING** by Francis Picabia, which is widely reproduced, shows off Stein crew cut.



**STATUE** by Jo Davidson makes Stein look like a housewife after a hard day's washing.



**PORTRAIT** done by Picasso in 1906 was willed by Stein to the New York Metropolitan Museum of Art. Said Picasso, "Everybody says she does not look like it . . . but she will."



Just an idea of what can almost be done with new Benex Brushless Shave!

# beards become

5 water

with  
new

What a boon to man and blade! Water-bearing Benex lets bristles soak up 20% or more of their weight in water. And stay waterlogged all shave long!

**Soaks the backbone right  
out of your bristles!**

Smooth this wonderful Benex on your wet face. In just seconds it melts away the tough, oily, razor-resisting hide on your bristles. Your whiskers begin taking on water like a thirsty camel. And then...

**You can practically nick 'em off!**

Yessir! In no time, wonderful new Benex has your whiskers so soggy they're set up for the blade! Then...once around your face and look at your skin! Choir-boy smoothness! May-morning freshness! Oh, what a wonderful-feeling face! Bub, get Benex today!

THE BRUSHLESS WONDER

**BENEX**  
*Brushless Shave*

Product of Bristol-Myers

## SPEAKING OF PICTURES CONTINUED

### THE ENGLISH REVIEW

THE ENGLISH REVIEW  
LONDON, ENGLAND  
—  
London  
COVENT GARDEN  
LONDON, W.C.

721 TAVERNOCK STREET  
COVENT GARDEN  
LONDON, W.C.

**CURT NOTE** reveals Mrs. Stein's early difficulties in selling work. She sometimes had to pay publication cost out of her own pocket.

**WOOLLCOTT LETTER** refers to one of the two poodles owned by Stein, named Basket I and II. Woolcott was a frequent Stein visitor.

**RANDOM PAGE** from unpublished Stein manuscript called *Here* begins "Although they are very often mistaken just as well..."



The real trick of a good picnic is to provide eatments that not only look good but that also taste good and supply good nutritional values. Well—that's not always easy! For raw foods can lose flavors, as well as vitamins, in transit, from farm to market, in storage, and in ordinary home preparation.

The trick is to depend on canned foods—because you can count on their flavors and nutritive values. Each steel-and-tin can is really a miniature "pressure cooker" that captures and holds natural flavors and nutrients.

For more information concerning canned foods see October issue of *Canned Foods*.

Sliced luncheon meat, tongue, chicken, Vienna sausages, deviled ham, baked beans, tomato juice, crackers, olives, pickles, nuts, hard candies, cookies, coffee, milk . . . and they all come to you in cans!



#### "Variety Is the Spice of Life"

Just think of the wide variety of delicious foods you buy in cans to gladden your daily menus! Vegetables, fruits, juices, soups, fish and meat products. Why, it's almost like owning a modern farm, ranch and fishery—all in one—to keep a cupboard well stocked with assorted canned goods!

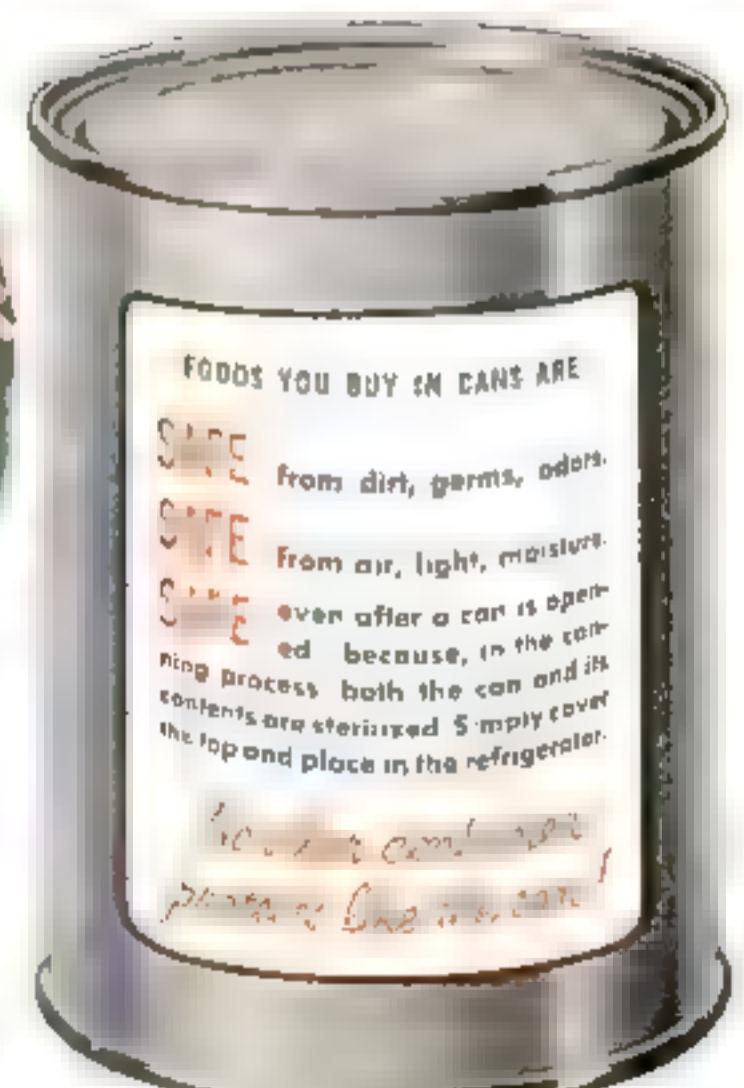


#### "Ambrosia Beans"

Line the bottom of a shallow roasting pan with wispy slices of onion. Cover with two cans of canned baked beans mixed with three-fourths of a cup of strong black coffee. Heat thoroughly in moderate oven—or over picnic fire. Top with crisp bacon curls.

#### "Convenience" Is the Word for It

Yes, canned foods are so convenient to use they deserve a word of their own! All the bothersome work of preparation is done for you. And this "convenience" starts right at the grocery store—for cans are light and easy to carry—as well as easy to store, easy to open, and easy to dispose of!





## *Success Without Limit*

From the day these new Dodge cars made their first appearance the American people have taken them to their heart.

Family members rival one another for the fun of driving them; veteran engineers and experts marvel at them.

What is the secret of their popularity? They deliver more fun and usefulness per dollar than any other car. That's the secret.

*Dodge*

*Smoothest Car "Afloat"*

## TWO COMMUNICATIONS

# GOLDWYN vs. THURBER

### Producer and Author dispute over "Walter Mitty"

In response to its review of *The Secret Life of Walter Mitty* in the issue of Aug. 4, LIFE has received the following letters from Producer Samuel Goldwyn and Author James Thurber.

Sirs:

I am delighted that you chose my production of *The Secret Life of Walter Mitty* as the "Movie of the Week" in your Aug. 4 issue and that you consider Mitty's dream life to be "highly entertaining" since this is a picture which is designed for entertainment. I was, however, somewhat startled at your statement that Jim Thurber "grows almost profane when he thinks of how his story has been corrupted." Either Mr. Thurber has been misquoted or has in the past year done as complete a switch as ever Walter Mitty did from real life to dream world.

As I need not tell you, the original story, "The Secret Life of Walter Mitty," is a pure gem, which added great luster to the little magazine in which it was first published. However, in order to convert such a gem into a feature length motion picture it is necessary first to elaborate it into a screenplay.

I must confess that in the preparation of the screenplay I departed quite completely from traditional Hollywood policy by constantly consulting the author of the story itself. Ken Englund, one of the co-authors of the screenplay, made a special trip to New York to get from Mr. Thurber his ideas as to how the screenplay should be handled. I, of course, was only too happy to get Mr. Thurber's ideas and to pay him for them. After they had finished, Mr. Thurber wrote me a long letter in which he detailed his delight at the way the story was handled. Let me quote:

"It was a great pleasure to work with a man as intelligent and skillful as Ken Englund and I want to thank you for giving me the opportunity to do so. It isn't often that I meet a man whose ideas and whose sense of story so beautifully coincide with my own."

That hardly leads me to believe that Jim Thurber thinks that his story in being translated to the screen has been corrupted.

And when it appears from your review that Mitty's real life adventures are so exciting as to bring about a result in which "the delicate point of Thurber's story is lost," all I can say is that Jim Thurber said in that same letter:

"The melodrama still remains the spine of our structure, but I feel and so does Ken Englund, that it no longer sticks out, but that it has been ingeniously interlaced with the dreams and the private life of our hero."

At that time, at least, Jim Thurber knew that there was a lot to learn in translating a story to the screen, for he concluded that letter by saying:

"I feel that I have learned a great deal in a short time about some of the problems that face a motion picture producer and a motion picture writer. Let me thank you again for selecting Ken Englund to work with me on this story and let me say once more that I am enthusiastic about this picture."

This account would not be complete, however, if I were not to add that on March 15, 1946, just before we were to start shooting, we sent Mr. Thurber a copy of the shooting script, telling him "we would be delighted and grateful to have any suggestion or idea you may have on the script." On March 25th we received the following telegram, "WAITING AIR MAIL LETTER CONTAINING A FEW MINOR SUGGESTIONS BUT NO MAJOR OPERATION AS SCRIPT BEEMS IN EXCELLENT SHAPE. THURBER."

And finally, on April 10th, Mr. Thurber wrote us, "Don't think that I fail to realize how difficult it is going to be to follow Walter Mitty with something as good."

James Thurber is much too fine a man to be saddled with anything but his own words. That is why I have quoted so extensively from what he, himself, has actually said about the way we handled his story.

And now—like Mitty, The Undefeated—with a faint, fleeting smile playing about my lips, I face the firing squad of your reporters and researchers; erect and motionless, proud and disdainful, inscrutable to the last.

SAMUEL GOLDWYN

Hollywood, Calif.

Sirs:

I wonder why Samuel Goldwyn, Inc., erect, motionless, jaw thrust out, guard down, assumes it is the reporters and researchers of LIFE who have him backed against the wall. The challenge is for me, and I gleefully accept it, in spite of my opponent's choice of that obsolete weapon of controversy, the excerpt-lister.

On or about Nov. 25, 1945, Mr. Goldwyn brought to New York a completed 160-page script of "Mitty" by Everett Freeman and Ken Englund. Creative work had begun Jan. 2, 1945, and in the ensuing ten months several story treatments and a screen play were rejected by Mr. Goldwyn. Mr. Freeman alone for a few weeks, then with Miss Czensi Ormonde for a week or so, and from then on with Mr. Englund, developed the story line. During this vital period my counsel, criticism, and collaboration were never once sought.

I was confronted by a set story line appallingly melodramatic for poor Walter. An absolutely new and different story line was called for, but the shooting schedule, the budget, and the few days allotted to me would not permit of this. The miracle expectancy of Mr. Goldwyn is as famous as his inability to comprehend the problems of writing. He told me the first sixty pages were all right and asked

## "take 5"

Here's Elmer Nation on vacation  
With his pipe and Revelation.  
Man, it's great to be alive  
When you sit back, relax, take five.



## ...take Revelation!

Ahhh! Those mellow, slow-burning tobaccos so skilfully blended with fragrant free-burning leaf. Yes, popularly-priced Revelation smokes so cool, so smooth, so steady, more and more pipe smokers "take 5" every day—just for the pleasure of it!

Take 5! Take Burley for body, Carolina for color, Virginia for vigor, Latakia for lusciousness and Perique for piquancy.

"take 5"  
glorious tobaccos  
in one great



Made by the special PHILIP MORRIS process!

# oh-oh, Dry Scalp!



"...IF HE PLAYED his cards right, I'd be more than interested. But that hair! Looks uncombed, dried out, and—sure enough, loose dandruff, too. He's got Dry Scalp, all right. I'd be a dummy not to tell him about 'Vaseline' Hair Tonic!"

Hair looks better...  
scalp feels better...  
when you check Dry Scalp



SAME MAN...BUT what a difference! 'Vaseline' Hair Tonic can do as much for you. Just use a few drops every day. Your scalp feels better...your hair looks better...stays neatly in place all day long. 'Vaseline' Hair Tonic contains no alcohol or other drying ingredients...is fine with massage before every shampoo. It gives double care...to both scalp and hair...and it's more economical than other hair tonics, too.

## Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Used by more men today than any other hair tonic

### Communications CONTINUED

me not to read the last 100 pages, which he said were too "blood and thirsty." I read the entire script, of course, and I was horror and struck. Mr. Goldwyn expected me to remove the blood and thirst without reading it but somehow to preserve the melodrama. It was a task for wizards, stated in the wondrous dialect of Oz.

Beginning Dec. 3, 1945, Ken Englund and I worked six hours a day for ten days on an impossible assignment. We could not take out the melodrama but we could attempt to cover it up with additional dream scenes and other devices. The letter from which Mr. Goldwyn quotes about the "spine" was several pages long. I wrote that a courtroom dream and a firing squad dream like those in my original story, together with a dozen other suggestions I made, might obscure or at least dilute the melodrama.

Mr. Englund took the fruits of our collaboration back to Mr. Goldwyn, who sent me a telegram dated Dec. 26: "HAVE JUST SPENT ENTIRE DAY WITH ENGLUND LISTENING TO YOUR IDEAS AND SUGGESTIONS WHICH I THINK ARE BRILLIANT. . . . YOUR SINCERITY AND INTEREST IN THIS STORY ARE VERY GRATIFYING TO ME FOR AS I TOLD YOU IN NEW YORK I WANT THIS STORY TO HAVE THE REAL THURBER FLAVOR. I THINK YOUR SUGGESTION FOR THE COURTROOM SCENE IS BRILLIANT AND CAN DEVELOP INTO A GREAT COMEDY ROUTINE. . . ."

On Jan. 7 I wrote Mr. Goldwyn: "I have great confidence that Ken Englund can do that scene well because . . . he seemed to have understood thoroughly both the courtroom scene and the firing squad scene. . . ." Between Jan. 7 and the middle of March, when I received the completed screen play as of that date, I had expressed in letters to Mr. Englund my fears that the new dream scenes so important to Walter and Ken and me would somehow not be used, and that my efforts to eliminate the lamentable psychiatrist scene which I had carefully rewritten would go for naught. I had also heard that Mr. Kaye's wife, Sylvia Fine, was opposed to the new dream scenes, especially the firing squad scene, on the ground that "they slowed up the story." On April 1 I wrote Mr. Goldwyn's Pat Duggan as follows: "To say that dreams slow up the story is to say the locomotive slows up the cow. . . . I will personally undertake to thrash anyone who mangles the dreams. They are wonderful."

On April 4 Mr. Duggan wrote me: "We do appreciate your suggestions and we are doing our best to correct the elements in the script that disturbed you." Between March 20 and April 10 I sent in numerous ideas, each accompanied by wistful and fulsome praise of the Englund-Thurber arrangements, designed to save what I could out of the looming wreckage. On April 10 I wrote a letter to Mr. Duggan about 1,200 words long and it is from this that Sam Goldwyn, Inc. quotes merely: "Don't think that I fail to realize how difficult it is going to be to follow 'Walter Mitty' with something as good." In reply to this letter Mr. Duggan wrote me on April 19: "Thanks ever so much for your

"I get a Sunday dinner every day!"



Lucky dog—Milk-Bone is on his menu! This scientifically balanced dog food contains vital food elements, vitamins and minerals. It's hard and crunchy—gives a dog the chewing exercise he needs to help keep teeth and gums sound. Order Milk-Bone from your dealer now.



Milk-Bone Biscuit contains nutrients your dog needs: Vitamins A, B<sub>1</sub>, B<sub>2</sub>, D and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk

NATIONAL BISCUIT COMPANY

Active feet need firm support  
gentle, comfortable support,  
That's why wise mothers insist on Edwards shoes.  
Sturdy, too, for hard days' wear. In leading stores, everywhere.



ADMITTED  
GUARANTEE  
BY GOOD HOUSEKEEPING



**Edwards**  
SHOES FOR CHILDREN

314-322 North 12th St., Phila. 7, Pa.

CONTINUED ON PAGE 22

"The stork also brought  
mother-in-law!"



The minute I was home from the hospital with Baby Ann, mother-in-law turned up to lend a hand. "Now you don't have to treat me like company," she hustled. "Mercy, what's this—percale sheets? Nonsense—I'm one of the family!"



4. I was ready for that, too. "Cannon Percale Sheets are wonders for wear," I said. "And they're light weight, so bedmaking and laundering are easier!" Mother-in-law spoke to Baby Ann. "Your mama is smart," she confided. "But your grandma's learning!"



"Of course," I soothed. "But we have these luscious Cannon Percale Sheets on every bed—even baby's! So smooth it's like sleeping on gardenia petals!" Mother-in-law pursed her lips. "I," she said, "consider percale extravagant!"



5. "Surprise!" I beamed. "These Cannon Percale beauties don't cost much more than best-grade muslins. So fine-woven they have 25% more threads to the inch!" Mother-in-law didn't melt. "Have you thought about wear?" she queried.



## Cannon Percale Sheets

Cannon Towels • Stockings • Blankets ★ CANNON MILLS, INC., NEW YORK 15, N. Y.

5. Cannon also makes sturdy Muslin Sheets—well-constructed, long-wearing!



© 1947, Cannon Mills, Inc.

SCIENTISTS REVEAL

# Floating Lift of SWEETHEART SOAP'S Extra Lather!



## MICROSCOPE SHOWS HOW THIS ASTOUNDING ACTION HELPS REVEAL THE TRUE BEAUTY OF THE SKIN

- Step into your bath and see with your own eyes how SweetHeart Soap gives up to twice as much lather as average beauty soaps. And now science reveals the step-by-step beauty help of this gentle, extra lather. Yes, pictures taken through the microscope show its astonishing floating lift!

Countless bubbles bathe the outer pore openings. Actually lift off dirt and dry skin flakes...gently float them away! That's why SweetHeart's extra lather with its floating lift is marvelous for baths. It leaves your skin soft and lovely.

Remember—for tub and shower, get the new, large bath size of pure, mild SweetHeart Soap.

The Soap that AGREES with Your Skin



Discover SweetHeart's 1-2-3 Extra Lather Beauty Care for your complexion. Night and morning, massage your face for one minute with SweetHeart's extra lather. Rinse with warm—then icy cold water. Skin is cleansed . . . stimulated . . . more radiant!

## Communications CONTINUED

letter of the 10th with the added scenes—we're shooting them."

Next to the worry about our new dream scenes, the greatest fear of Mr. Englund and myself was the possibility that this movie might be spoiled by one or more of Mr. Kaye's and Miss Fine's famous, but to me, deplorable scat or git-gat-gittle songs. Mr. Englund and Mr. Freeman and myself had strongly suggested that Mr. Kaye's song in the RAF scene be *Molly Malone*. Our hopes and prayers were doomed to be shattered. Mr. Goldwyn lifted the song and substituted what is to me an utterly horrifying, shockingly out-of-taste-and-mood piece of scat. Another dream scene was written and shot, in which Mr. Kaye did sing *Molly Malone*. Members of Goldwyn, Inc. have told me it was a charming and effective dream. In audience tests it did not produce the shock or embarrassment laughs which Goldwyn, Inc. loves but does not understand and the scene was cut out, along with the courtroom dream and the firing squad dream. My defeat was complete.

In fairness to Mr. Goldwyn, I am happy to say that he insisted on every one of the Englund-Thurber ideas being incorporated in what turned out to be the next-to-last script. Ken wrote me: "He is sincerely anxious to put Thurber on the screen. He is absolutely sincere, of that I am convinced." This next-to-last script ran to nearly 180 pages. It was out of the final shooting script and the movie made from it, however, that almost everything I had written, suggested and sought for was dropped. On Nov. 13, 1946, I wrote Ken Englund: "I heard Danny Kaye and his wife on *We, The People* some weeks ago and she said, 'It is based on a story by James Thurber,' and then she added in a low voice, 'was.' Since so much that you and I put in was taken out and so much that we took out was put back in, I was pleased when I heard that the picture was to be called by another name, any other name. . . ." My beloved new dream scenes had been dropped, the operation dream had been hammed up, the RAF scene had been ruined by scat, the psychiatric scene had not only been restored, but it finally contained a bathing girl incident which will haunt me all the days of my life.

I salute again the gifted, overwhelmed Ken Englund, the skillful Everett Freeman, long since in the doghouse for a brave, face-to-face appraisal of the Goldwyn sense of humor, and the sensitive but frustrated director, Norman McLeod. The incredible Sam Goldwyn and the talented but obedient Danny Kaye prove in the first thirty minutes of *The Secret Life of Walter Mitty* that they could have made a movie both financially and artistically successful. Lord have mercy on them.

Sorry, Walter, sorry for everything.

JAMES THURBER  
West Cornwall, Conn.

P.S. This letter was written by Jamie Thurber, aged 52, without help of his parents or teacher. "The little magazine," so much bigger than Goldwyn, Inc., except in physical size, needs no other defense than the revealing slur itself.

## SCIENCE BEATS WEATHER INSIDE WATCH CASES

Amazing new mainspring completely overcomes rust danger

When watches keep erratic time or suddenly stop and can't be wound, the cause often is mainspring failure. Steel mainsprings frequently lose power. Or, weakened by rust, they break.

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Americans may have different ideas about a favorite breakfast, but on one point all of us seem to agree. It should start with fresh California orange juice.

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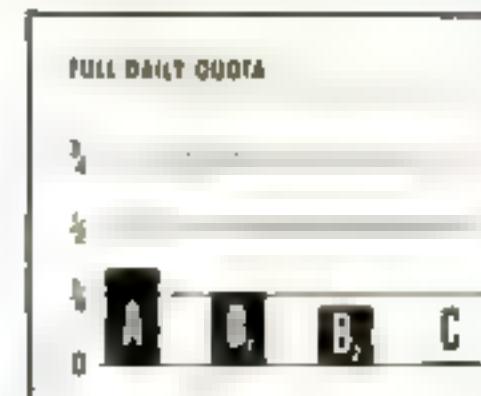
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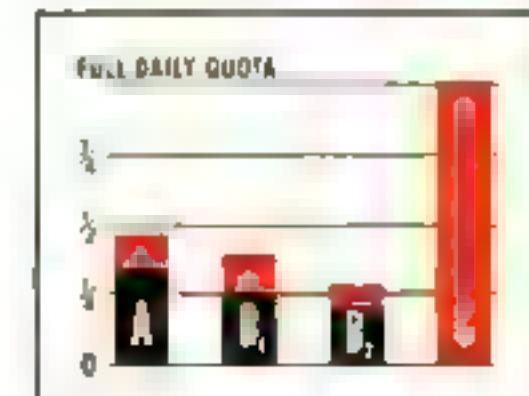
### SEE HOW MUCH HEALTH ORANGE JUICE ADDS!

Without fresh California orange juice, breakfast supplies this much of the day's vitamin needs:



Here are the vitamins you get from an average good American breakfast\* without orange juice. It falls short in vitamin C. This is true of most foods. Yet you need vitamin C daily to fight fatigue and infection, protect teeth and gums, and keep feeling young.

With fresh California orange juice, breakfast supplies this much of the day's vitamin needs:



Oranges are your richest everyday source of vitamin C. A big glass of California orange juice fills your day's need and boosts other food values, too. That's why, big or little, all good American breakfasts start with fresh California orange juice. Yours should!

\*cereal with milk, egg, toast and coffee

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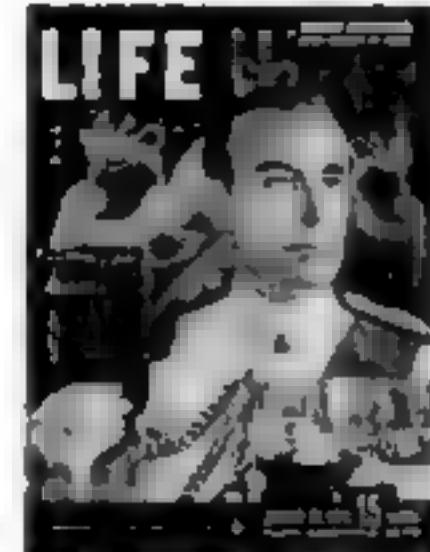
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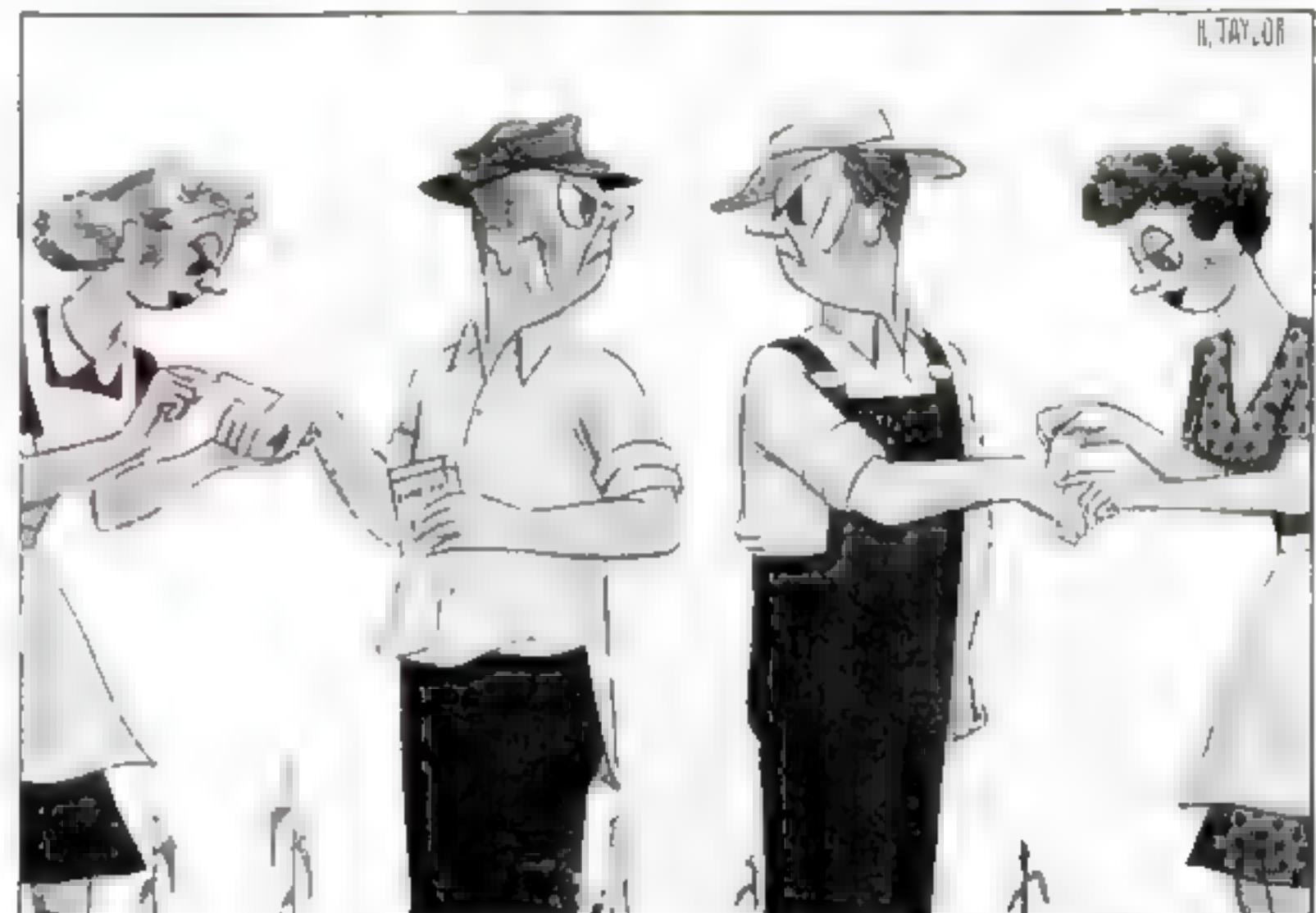
When Lord Louis Mountbatten held a Bible before him and took his oath on Mar. 24, 1947 as last Viceroy of India, he faced a mountainous problem. The British had agreed to grant independence to India in June 1948, but no means of effecting this plan had been worked out. Every previous suggestion had been rejected by one or another of India's hostile sects. But this week, only five months after reaching India, Mountbatten was at the end of his task (pp. 27-34). By persuading the Indians to accept partition, he had achieved what both British and Indians had begun to believe was impossible.


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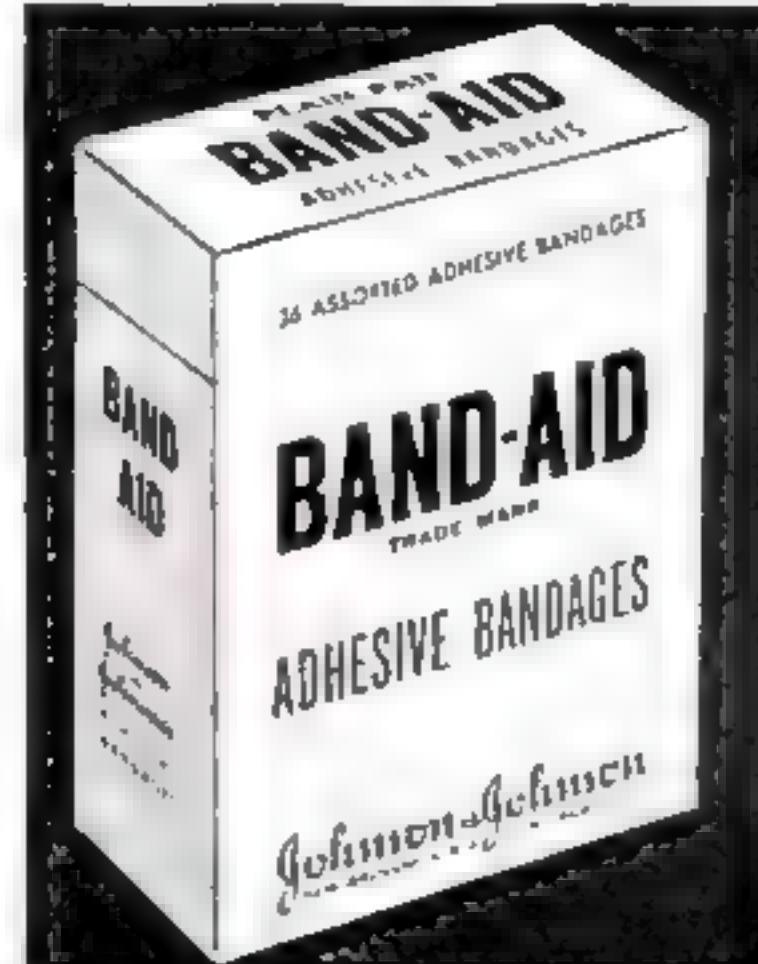
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Yes, it is true that husbands and wives—and particularly fathers and mothers—are happier. A nation-wide survey found that the majority of men and women alike do believe that marriage makes for greater happiness.

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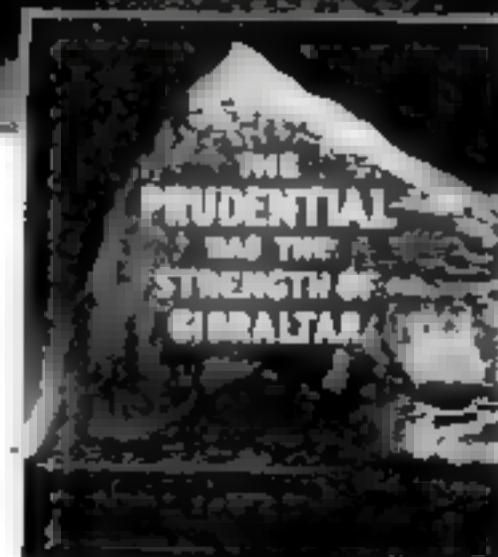
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IN THE LAST FEW HURRIED DAYS BEFORE LEAVING INDIA, LORD LOUIS MOUNTBATTEN AND HIS STAFF PREPARE TO HAND THE GOVERNMENT OVER TO THE INDIANS

## INDIA GETS ITS FREEDOM

### BRITAIN'S LAST VICEROY ENDS IMPERIAL RULE AND DIVIDES INDIA INTO TWO INDEPENDENT DOMINIONS

The solemn reading of a royal proclamation in New Delhi on Aug. 15 officially ends nearly two centuries of British rule over the subcontinent of India. An era of adventure, conquest and imperial exploitation, in which India helped transform Britain from a scrawny little island off the coast of Europe into the richest and most powerful nation on earth, is closed. Viceroy Lord Louis Mountbatten, in whose veins flows the royal blood of Victoria, first Empress of India and symbol of Britain's imperial grandeur, has done his job well. Skillfully he has negotiated a plan that splits India into two dominions which can—and Britain hopes will—remain in the British Com-

monwealth of Nations. That is as much as Britain can hope to salvage.

Even so the prospect of handing over control of India to the Indians grated on the nerves and sensibilities of staunch imperialists at home—who used it last week as another attack against the currently harassed Labor government. It also drew ragged lines throughout all of India, dividing it up into the Moslem Dominion of Pakistan, the Hindu Dominion of India and the princely states (map, p. 31). It tossed to India's political leaders one of the greatest governmental headaches of all time. Yet it meant the granting of political freedom to 100 million people, which in sheer weight of num-

bers dwarfed the American, French and Russian Revolutions combined. It meant an end to the years of agitation, the years in prison that India's leaders underwent as they fought for freedom and as they built a wall of hatred against the British.

Behind them the departing British left a hundred unsmiling statues of Lord Clive, the ghosts of ambushed Bengal Lancers, the thunderings of Kipling and Western influence in schooling and government that would always remain. They also left the great problem of feeding and improving the lot of India's illiterate, impoverished, caste-ridden peoples who must wait to learn whether the change in their master has been all for good or ill.



A MOSLEM TAILOR HURRIES TO FINISH THE STAR-AND-CRESCENT FLAG OF NEW PAKISTAN



FATHER OF INDEPENDENCE, Mohandas K. Gandhi, exchanges smiles with Lord Louis Mountbatten in the viceroy's study. After the British leave, Gandhi will be India's elder statesman.



IN THE IMPERIAL SECRETARIAT LIBRARY, A CURATOR TRIES TO DIVIDE

## PROBLEMS IN DIVISION

Librarians, tribesmen, officials and tailors hustle to get ready for the day of partition



FATHER OF PARTITION, Mohamed Ali Jinnah (left), will be Pakistan's Governor-General. Pandit Nehru (between Mountbattens) stays Congress leader.



A 150,000-VOLUME COLLECTION INTO EQUAL PARTS FOR EACH NEW STATE

As Partition Day approached, the people of India faced the realization that there was no turning back and tried to meet the new problems of independence. Merchants, trying to guess what division would do to the economy, decided to move, then decided to stay, realizing that they had very little time left to make up their minds. Even the flag-strikers did not know exactly over what territories their hand-work would fly. For only five days before independence, the map of the former colony (*next page*) was still a hodge-podge of local governments that had not yet linked themselves to either of the two new dominions.



OFFICE EQUIPMENT is being trundled all over India as Hindus move out of Pakistan, Moslems move out of Hindu India and others just swap.



A NEW DELHI GIRL COMPLETES THE TRICOLORED SPINNING-WHEEL FLAG OF HINDU INDIA



PATHAN TRIBESMEN VOTE at the July 19 election in Northwest Frontier Province. Famous fighters and fanatic Moslems, they voted overwhelmingly to join the Dominion of Pakistan.

# THESE MEN MADE OLD INDIA



**FIRST BRITISH VENTURE** in India was conducted by Sir John Mildenhall in 1599. On orders from Queen Elizabeth he persuaded Akbar, the Great Mogul, to grant trading rights to British.



**FORTRESS AT SURAT** was built by the British in 1612, after one of James I's roving sea captains got permission to establish a small settlement there. From Surat, traders of Britain's famed East India Company fanned out until they reached—and eventually controlled—all of India.



**BLACK HOLE** of Calcutta, here dramatized in the film *Clive of India*, was much worse than even Hollywood indicates. In 1756 Indians had imprisoned 146 Britons in an 18-x 15-foot room; 123 died.



**WARREN HASTINGS**, first Governor-General of British India (1774-85), set up empire's civil government system. Later he had to defend himself (above) against false charges of treason.



**BATTLE OF ASSAYE** was fought in southern India in 1803. Under General Arthur Wellesley an army of only 4,500 crushed 50,000 Indians in one of the great triumphs scored by the British army. Wellesley later became the Duke of Wellington and defeated Napoleon at Waterloo in 1815.



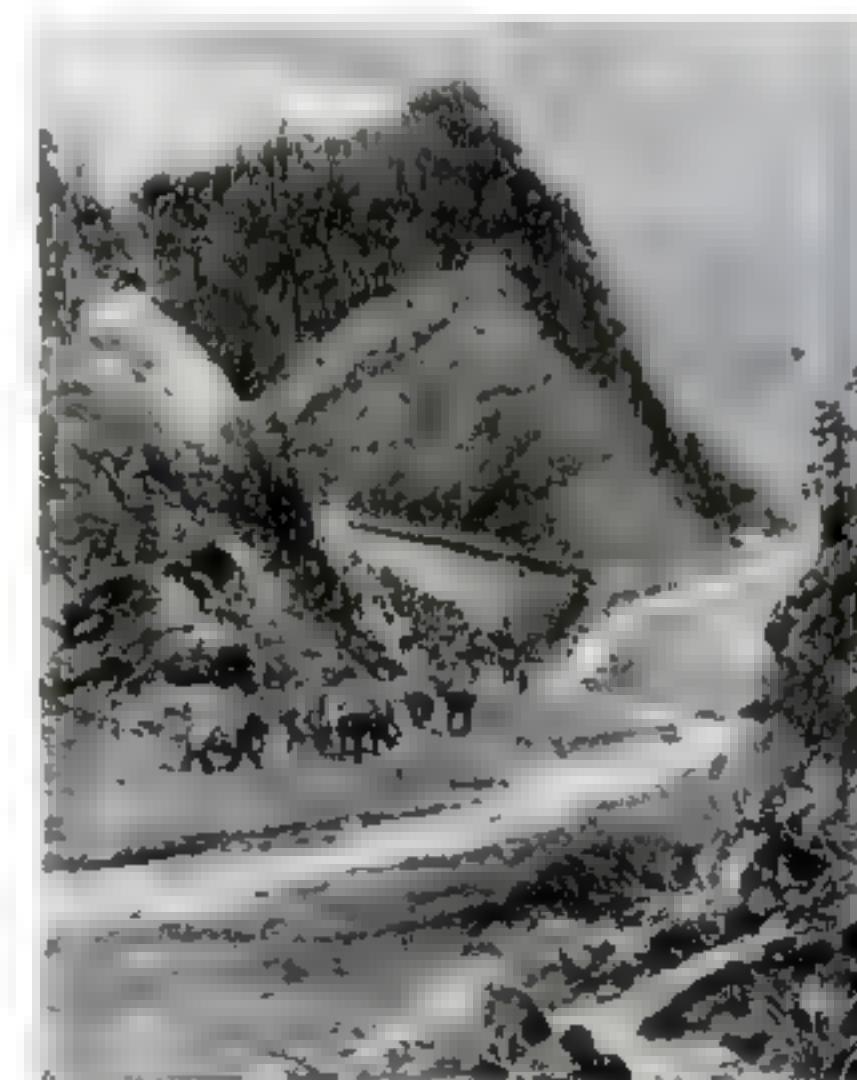
**RELIEF OF LUCKNOW**, which was surrounded in the Mutiny of 1857, was engineered by Sir Henry Havelock (on horseback), who pushed a column into the city and enabled it to hold out.



**QUEEN VICTORIA**, solid and beloved symbol of the empire at its greatest, ruled India from afar, had a Hindu as a constant attendant. In her reign England grew rich on the wealth of India.



**THE GREAT DURBAR** (grand convocation) took place in Delhi in 1877, after the death of the last Great Mogul. It proclaimed Queen Victoria as Empress of India. At the celebration Lord Lytton, the viceroy, read a telegraphed message of greeting from Victoria to her new subjects.



**MARCH INTO AFGHANISTAN** took place in 1880 after the British declared war on Moslems who harassed the frontier. Here British troops are en route to victory at the battle of Kandahar.

# THIS IS NEW INDIA



**CLIVE OF INDIA** laid the foundations of the Indian empire by first turning back encroaching French troops at Arcot in 1751 and later crushing the Moslems in 1757 at Plassey, in the greatest of British victories in India.



**THE LAST GREAT MOGUL**, Moslem king of Delhi, was captured by British troops in 1857. After his death in prison, no outstanding native leader remained to challenge them and British were undisputed rulers of India.

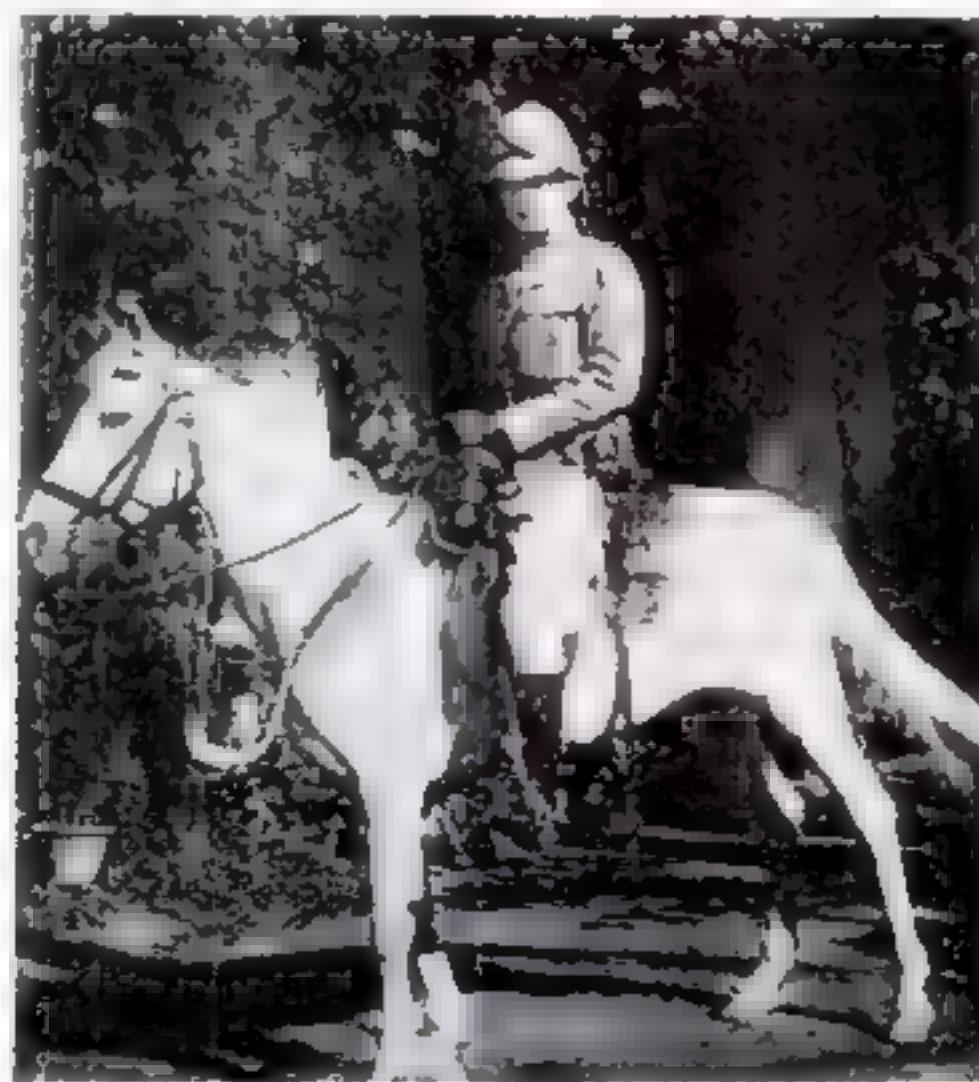


**RUDYARD KIPLING** wrote proudly of British arms and men in India during the empire's golden age. An unwilling prophet, Kipling also wrote, "The tumult and the shouting dies; the Captains and the Kings depart . . ."



**THE PARTITIONED COUNTRY** on the eve of British departure is a mass of irregular boundaries because of the various princely states and the current indecision of their rulers. The Hindu Dominion of India (light tones) occupies by far the largest area and contains the greatest number of people (more than 300 million). It includes the major portion of the Indian peninsula except for the princely state of

Hyderabad (center), which thus far has indicated that it will remain independent of both the dominions. Moslem Pakistan (dark tones), with more than 60 million people, is itself divided into two parts, centering around Bengal (right) and Punjab (left). The predominantly Moslem princely states of Jammu and Kashmir (top, center) are currently undecided but in all probability will soon join Pakistan.



**WINSTON CHURCHILL** at 23 was an officer in a British regiment stationed in India. Throughout his career he has been a stanch imperialist and has bitterly opposed the Labor government's program to pull out of India.



**ROYAL DURBAR OF 1911** was held for George V and Queen Mary. Because King George could not take his own crown away from England, the "Imperial Crown of India" which he here wears was specially made for occasion.



AS THE LONG VOYAGE HOME BEGINS, BRITONS CHECK THEIR LIFE JACKETS



IN A BRITISH ANGLICAN CHURCH SCHOOL, STUDENTS KEEP ALIVE THE OLD TRADITIONS

## BRITONS GO HOME

**They return to land of austerity  
but they leave their mark behind**



PACKING UP, Lieut. Colonel W. F. Webb lovingly prepares to put favorite tiger-head trophy in moth balls

Many a Briton in India faced hard labor as did the Indians. There a \$1,750-a-year British clerk could maintain a staff of servants. In England, austerity seemed to become stricter almost every week. But most Britons pulled out.

A few, like old Sir Edward Buck (*below, right*), regarded such a notion as preposterous. To them India is home and the recollection of British parades dancing in the Khyber Pass is still a reality un-

shed of a grandeur. Therefore some claim as well as some businessmen whose fortunes tied up in India are staying in the country.

With them remain many vestiges of Britain's days of glory. The famed Biswa Cotton School (*above, right*), for example, was once a stronghold of British culture. Although Indians now comprise 47% of the student body, alumni still call their school "the Eton of India." They probably always will.



IN THE KHYBER PASS regimental insignia of departed troops will remind Indians of once mighty British.



A HOLDOUT, 86-year-old Sir Edward Buck will stay and keep alive such customs as leisurely afternoon tea



# FAREWELL TO THE RAJ

**"HERE WE DO BIG THINGS ON A BIG SCALE"—LORD CURZON, VICEROY OF INDIA**

When one fifth of the human race undertakes self-government, as India is doing this week (pp. 27-33), Americans will unanimously wish it luck. Welcome to the ranks of free nations! Peace and prosperity to India and Pakistan!

The departing captains and kings leave behind them nearly two centuries of spectacular, explosive and still unshaken history. Because of the adroit and graceful style of their exit, the moral prestige of the British has probably never been higher in India than it is right now. But who can read the faces of Clive and Curzon, Tipu and Dalhousie, Tommy Atkins and the Maratha chiefs, Bishop Heber and Rabindranath Tagore and the other dead history-makers as they look down on the flag-raising which Dickie Mountbatten performs in New Delhi this week? It is idle to act as though Anglo-Indian history never happened. As with a man's infancy, the future is made of it.

### In Akbar's Wake

The conquest and rule of India by the British is one of the most extraordinary exploits in the annals of mankind. At no time have there been more than a handful of Englishmen in India to govern 400 million people. As one of these administrators described the exploit, "England, in fact, not only conquered India mainly with Indian rather than English troops, but actually made India pay for the privilege." To accomplish this the office of Viceroy (or, before 1858, Governor-General) had to be and was the headquarters of more sheer brains, character and ability than any other throne, domination, princedom, virtue or power which history records.

The British conquered no savage horde but one of the great world civilizations. The Mogul Akbar, unifier of modern India, was more powerful than his contemporary, Queen Elizabeth, and the richest monarch in the world. (One of the wisest, too.) His grandson, Shah Jahan, built the only building since the Parthenon which is not only breath-taking but flawless, the Taj Mahal. But Akbar's great-grandson, Aurangzeb, undermined this incredible empire by trying to turn it into a Moslem theocracy, so when Clive avenged the Black Hole and beat the Moslems at Plassey in 1757, the issue was simply which of several European artilleries would have the franchise to complete the destruction and build anew.

Loot was the first motive. Clive, confessing astonishment at his own moderation, returned to England a multimillionaire at 35. The parliamentary rap for the excesses of this period was taken by Warren Hastings, but he was actually a great proconsul and founded the judicial system which developed into Britain's proudest boast in India, the Rule of Law. His successor, Lord Cornwallis, is just the loser of Yorktown to us; in Calcutta he changed history in another way. India was absorbing its new conquerors as it had so many before. The Europeans of Bengal were deep in what Trevelyan called "splendid sloth and languid debauchery" (and making money at it). So two high-minded patriots, Lord Cornwallis and Lord Wellesley, came out and purged the East India Company of corruption, raised a banner of Western ethics and planted the seed of what

was to become the ablest, best-paid and most disinterested civil service in the world.

A century of ruthless "fighting, chicanery, intrigues and the Lord knows what" (as Clive prophetically called it) spread the British Raj all over the subcontinent, to say nothing of Afghanistan, Burma and Tibet. The hungriest and haughtiest of the annexationists was Lord Dalhousie (1848-56), who saw it as his duty "not to neglect such rightful opportunities of acquiring territory or revenue as may from time to time present themselves." They presented themselves. But Dalhousie's reign, like the rest of British history in India, was not just grab. Railroads, canals, factories, plantations, famine control—what were called "nation-building activities"—started in his time. Thanks largely to British and American missionaries, a free press took root and a class of Western-educated Indians grew. With these came also the beginnings of a vocal and conscious opposition.

### Tiger's Tears

There came to India also the English wife, and with her the Anglo-Indian version of Jim Crow. Suttee, slavery, thuggee, infanticide and similar barbarisms were exorcised, but a subtler barbarism replaced them: racial pride. "The best attitude, perhaps the only safe one, with Orientals, is that of complete superiority," said Sir John Lawrence, pacifier of the Punjab and one of Dalhousie's ablest administrators. Most of England's empire-builders followed this rule. As late as 1942, Lord Linlithgow failed to greet Chiang Kai-shek when he visited India, sending an aide instead. Lord Wellesley had deliberately "entrenched himself in forms and ceremonies" for reasons of state. "I stalk about like a Royal Tiger," he wrote from his lonely magnificence, "without even a friendly jackal to soothe the severity of my thoughts." A century later Lord Curzon, last of the great viceroys (1899-1905), was using the same tactics. Indeed Curzon raised Oriental pomp to what was probably its all-time high; the Coronation Durbar of 1903. Of this "seemingly endless pageant" Curzon, who led it on an elephant, planned every detail like a Max Reinhardt, even to vetoing the use of *Onward Christian Soldiers* because it contained the line "Thrones and crowns may perish." Lady Curzon's gown of peacock feathers was longer remembered in Delhi than the tax cut announced on the same great occasion.

Over the viceregal throne, stated Curzon, there hung "not only a canopy of brodered gold but a mist of human tears." For him and his kind, tears were the only fit measure of how much they hoped and how hard they worked for India. Frustrations both in India and in Whitehall were too often their reward, but they were sustained by a sincere conviction: that the British Raj really was (as Curzon called it) "the greatest instrument for good that the world has ever seen." By "good" they meant the good of India; native interests were officially put ahead of English interests after 1833. No bureaucracy has equaled theirs for a high sense of mission and duty. India civil-service men, though scarcely a thousand strong (more than half of them Indians), will be indispensable to the new governments of India

and Pakistan; even more so, I.C.S. tradition.

Yet in true tragic style this great bureaucracy contained the seed of its own destruction, for it could not help being conscious of its own excellence, its own obvious fitness to rule. The liberal Prime Minister Campbell-Bannerman declared that "self-government is better than good government." And it's true; but India is the easiest place in the world for a foreigner with responsibilities to forget it. So the British were slow to see that the things they were doing for India were things the Indians wanted and would have to do for themselves.

The Indian independence movement, triumphant this week after some 40 years of agitation, was originally nourished by British (and American) rather than Indian ideas. One of the founders of Gandhi's and Nehru's Congress party was English, and its great Indian leaders have had Oxford or Cambridge accents almost to a man. It is not a mass movement. Most Indians live and die without politics and without ever having seen an Englishman. Their short, hungry and torpid lives are lived out within India's 700,000 villages, whose petrified social structure is still India's basic curse.

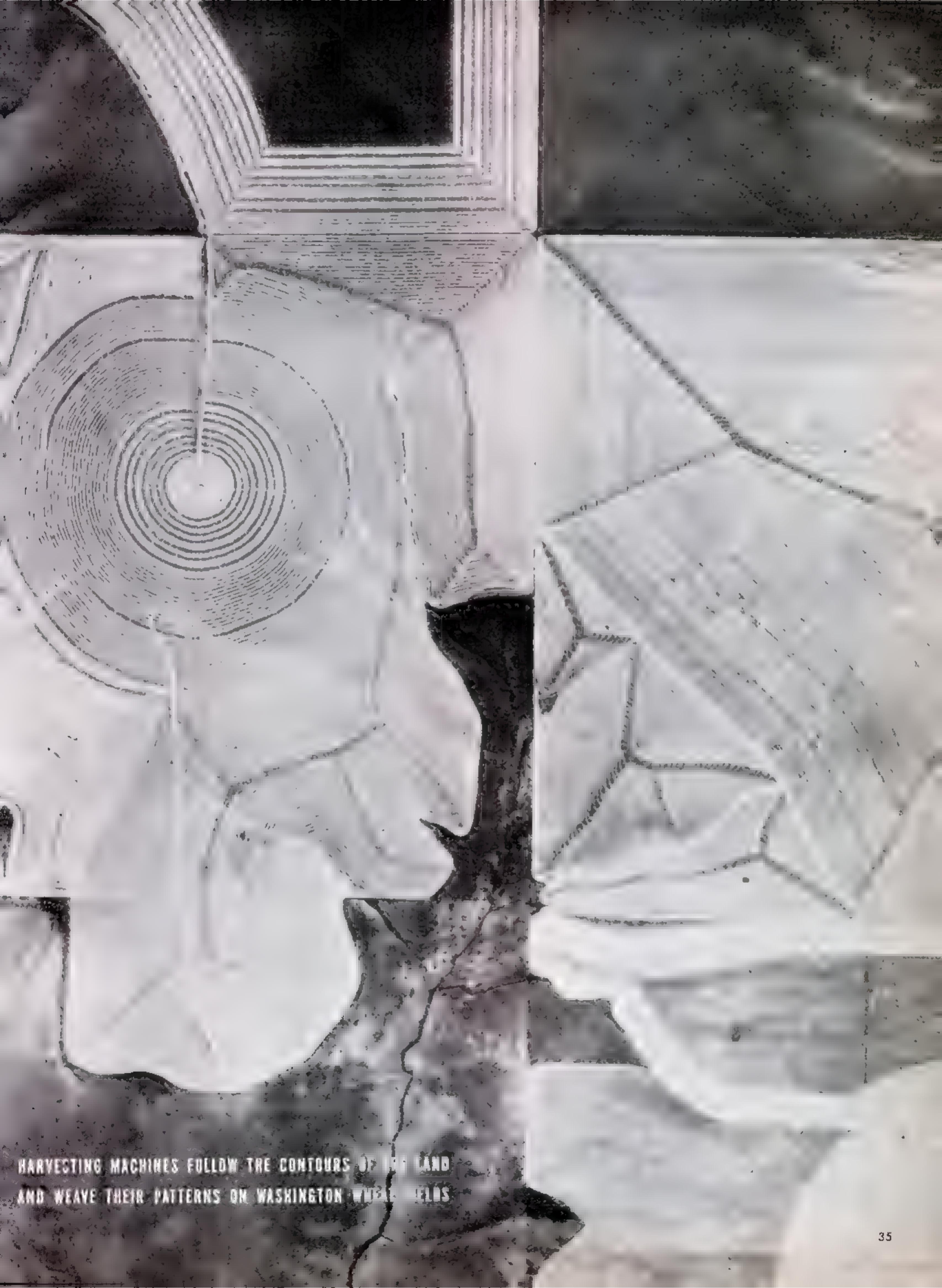
### More Miracles Needed

If Indian self-government solves this problem, as English government failed to do, what Curzon called "the miracle of the world"—i.e., the Raj—will have been surpassed. There are other respects in which the record of the Raj can be improved upon. Along with the Rule of Law it bequeathed too many lawyers and the village vice of litigiousness. Along with the world's vastest irrigation systems it bequeathed a shortage of Indian engineers. Along with 230,000 schools and colleges, it left mass illiteracy. Along with the English tongue (the only *lingua franca* in India), its racial arrogance left a bitterness and lack of self-confidence which will not be washed out by a flag-raising nor by Dickie Mountbatten's genuine popularity and tact.

Tact! That has been the Englishman's watchword in these last years of farewell. Having gradually lost his sense of mission under Gandhi's moral lash, he has found that accommodation is the next best thing. And he's good at that, too. So let us hope with the Englishman that his work is really done. Also that the next era of Indian history will not be a pale, bickering echo of his era. God grant it be different, but as great.

### PICTURE OF THE WEEK:

Because the rolling wheatlands of Washington's Whitman County are too hilly for ordinary harvesting methods, the huge machines have to follow the contours of the land. Last fortnight a cameraman flying at 10,000 feet photographed the fascinating pattern that results from this kind of harvesting. The long straight lines, one vertical, two horizontal, are fences. The spotty areas (*lower left*) are pasture, the dark areas (*top*) are unharvested grain. Threadlike lines crossing pattern at left are paths combines made as they left field. In these curving spiraling lines harvesters have gathered \$200,000 worth of wheat from four square miles.



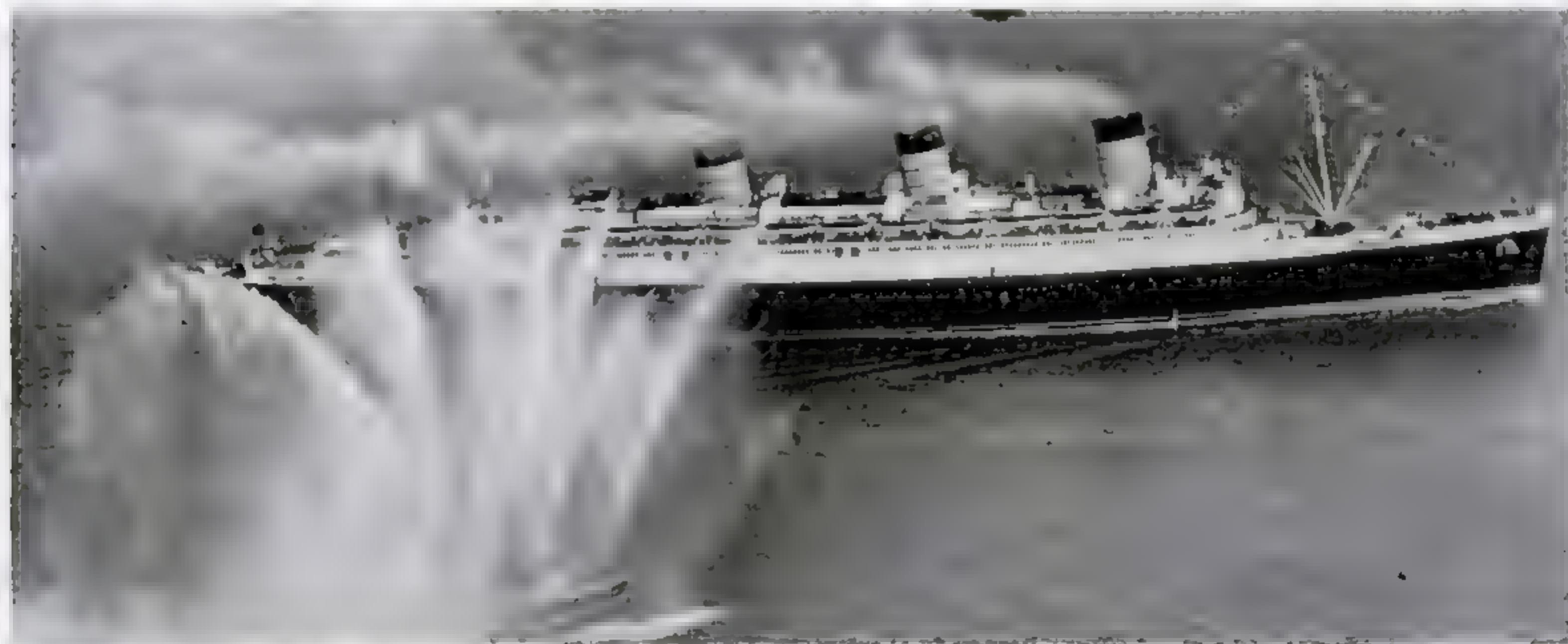
HARVESTING MACHINES FOLLOW THE CONTOURS OF THE LAND  
AND WEAVE THEIR PATTERNS ON WASHINGTON'S FIELDS



## U.S. SAILORS HONOR A SOVEREIGN IN MONACO

Monaco is a principality of 6 square miles, enclosed by France, which is famous for the gambling casino in its only city, Monte Carlo. This summer Monacoans celebrate the Silver Jubilee of their comic-opera ruler, Prince Louis II.

Through the streets march a detachment from the French Foreign Legion, in which the prince once served, and American sailors (*above*) from U.S.S. *Bristol*, who carry torches dutifully amidst pageantry worthy of a much bigger state.



## "QUEEN MARY" MAKES GRAND ENTRY INTO NEW YORK

Into New York harbor and past the Statue of Liberty last week steamed the majestic *Queen Mary*. It was the end of her first postwar run as a luxury liner. Aboard the recently converted troop transport were 1,883 passengers. Fire-

boats greeted the arriving liner (*above*) and produced a picture that brought nostalgia to footloose Americans and memories to prideful Britons of better days when they were not so desperate for the prestige the *Queen* would bring.



## DEATH REVISITS THE MANDELLS

George S. Mandell was born under an unlucky star. One of his sons was killed on the last American combat flight of World War I. Another died in a polo accident in 1929. Mandell himself suddenly dropped dead in 1934. Last week the grim family legend ended with a grotesque flourish. The third and last son, Thomas P. Mandell, was flying home from Canada in a thick fog when his pilot mistook the lights of an oil refinery for a Boston landing field. Nosing down, he plunged the plane into a cauldron. Mandell, two daughters and the pilot were burned to death. Next day a crane hoisted out the scraps of the plane (above).



## BOSTON HONORS BALLPLAYER

Bobby Doerr, second baseman for the Boston Red Sox, is the city's most popular ballplayer. On Aug. 2, fans celebrated a Bobby Doerr Day by handing him a collection of prizes (above) that might make a quiz program winner envious.



## ARMY UNVEILS A NEW BOMB

To prove that it was not entirely preoccupied with the atomic bomb, the Army last week released a picture of a missile weighing 42,000 lb., 84 times the size of the 500 lb. model (left). But new bomb is too big for Army's biggest bomb bays.



### HUGHES MAKES HIS CHARGES

Howard Hughes stands before the committee as Senators Ferguson and Pepper argue. Hughes's coldly contemptuous manner enraged Senator Ferguson almost as much as it did Brewster. On Aug. 8 Ferguson asked Hughes where his press agent, John Meyer, had gone. "I have plenty of things to do besides keeping track of

witnesses here," said Hughes. Ferguson said Meyer was in Hughes's employ, and Hughes snapped, "I've got 28,000 people working for me. Do you expect me to know where every one of them is?" Ferguson asked Hughes to bring Meyer in for more questioning. Said Hughes, "I don't see why I should . . . just to accommodate you . . . for pub-

licity purposes." As Ferguson made the demand a third time, he was red with rage and shouting. Hughes answered calmly. "No, I don't think I will." There was a moment of silence while Ferguson sought to control his temper. Then, slowly, he said, "Will you try to get him here?" "No," repeated Hughes, "I don't think I will."



**BREWSTER SMILES** before Hughes starts giving testimony. After statement, Brewster changed (below).



**HUGHES LISTENS** with hearing aid. Occasionally Hughes asked for transcripts of what he had missed.



**PREPARING QUESTIONS**, Hughes works while Brewster talks. Hughes submitted some 50 questions.

# ENTER HOWARD HUGHES

## Senators find star witness too cold to handle

Senator Pepper's wife brought her aunt from Alabama. There was a woman who announced she was gathering material for a book to be titled *Ace Is the Time*. There were some kids from the American Leg on Boys' Forum, housewives from Georgetown and tourists from all over the U.S. The hearing room was jammed.

Chairman Homer Ferguson announced, "Apparently the entrance is about to be made." Taking his cue, Howard Hughes, looking properly grim and heroic, strode down the aisle. The crowd applauded loudly. A senator got his head in front of a newsreel camera and the cameraman screamed, "Sit down, you son of a!" The senator sat.

After two weeks of preliminary variety acts (LIFE, Aug. 4 and 11) this was the climax, the much ballyhooed meeting of the chief defendant, Howard Hughes, and the chief prosecutor, Senator Owen Brewster of Maine. But the sweating audience was not prepared for what followed. Mr. Hughes's Hollywood calls it "the old switcheroo." Within minutes, defendant had become prosecutor and prosecutor had become defendant. With a fine dramatic sense Senator Ferguson, running the investigation for Brewster, allowed Hughes to launch right into his attack even though he readily admitted that it was of secondary importance. Hughes repeated the old charges, this time under oath. Brewster was working for Pan American; Brewster took Hughes to lunch, at the Mayflower Hotel in Washington, offered to call off the investigation if Hughes would merge his TWA with Pan Am. Brewster took the oath, then denied that he had made any such offer, added that he had paid for the lunch, \$6.80 out of his own pocket. Hughes accused Brewster of visiting Pan Am's "palace" in Washington. Brewster said he had only been there for ham-and-egg breakfasts. Besides, he said, the place was not luxurious. The downstairs toilet would not work. Hughes detailed his charge (opposite page) and Brewster detailed his denial (right). Hughes said the whole thing was an attempt to smear the late President Roosevelt or Hughes or somebody. At times Hughes, who is hard of hearing, missed some of the show. At times Brewster shouted "I never did it!" Meanwhile Senator Ferguson was banging the table with a glass ash tray and yelling, "Now just a minute, Mr. Hughes!"

By week's end the principals were still relegating the lesser performers to the sidelines (next page). And the investigation still had to get down to the real business of what happened to \$10 million the government gave Hughes for three planes it has not yet received. Commented Brewster, "It sounds a lot more like Hollywood than Washington." But the contrast between the two cities was disappearing day by day.



### BREWSTER MAKES HIS REPLY

Senator Brewster had started the cross-country battle of words looking very much like a cocky district attorney about to right a wrong. By last week, as he answered Hughes's charge, Brewster was looking like a quavering old man (*above*). After he had said, "I assure you I never made such a proposition," Hughes called him a liar. Brewster said that Hughes was "laying a trap" for him, added, "If a member of the Senate can be intimidated in this manner then Senate investigations may well end."

## Hughes Hearing CONTINUED



**DAZZLED SPECTATORS** duck behind newspapers to shield eyes from glare of newsmen klieg lights.



**SKEPTICAL SPECTATORS** sitting in the front row fasten Elliott Roosevelt with a reproachful eye.



**RAPT SPECTATOR**, with her hat shaved down over one eye to keep out glare, keeps right on staring.



**FOREHANDED SPECTATORS** enter the room armed with light reading in case the proceedings pall.



**SPECTATOR'S DELIGHT**, Elliott Roosevelt reads all about the big investigation in tabloid news.



**TEMPORARY SPECTATOR**, John Meyer, edged to rear after testifying, later disappeared altogether.



**DISMAYED SPECTATORS**, two nuns, solemnly finger their chins as they emerge from the hearing.



**GLUM SPECTATOR**, Russell Birdwell, got even glummer when Boss Hughes said he padded expenses.



**NERVOUS SPECTATOR** nibbles his hat, saves his fingernails, while Hughes and Brewster carry on

U N I T E D   S T A T E S   R U B B E R   C O M P A N Y  
*Serving Through Science*



## Welcome to a new world of driving!

Nowhere in the world will you find the kind of driving you enjoy on the U. S. Royal Air Ride.

This great tire is the first completely new development in tire design since the war. It gives you an entirely new kind of tire performance—brings new smoothness to your riding, new ease to your driving, far greater comfort to your car.

The dramatic new Air Ride principle puts up to 14% more air volume at new, lower air pressure under your wheels. Your ride is actually cradled

on bigger, softer cushions of air that smother every bump, smooth every mile.

And with its unique design and magnificent balance, the Air Ride achieves a new high in swift, effortless car control. Its narrow tread is more nimble and fleet on the turns, quick to respond to your lightest steering touch.

So take the wheel on the new U. S. Royal Air Ride. Discover a new and thrilling kind of driving on this better, finer kind of tire.

***Ride on more air—Ride in more comfort!***



***The New  
U.S. ROYAL  
Air Ride***



"How about introducing me to the model, Bob?"

IT'S AN INTRODUCTION TO FLAVOR, TOO—that first mellow sip of Paul Jones. For Paul Jones is made in the slow, old-fashioned way—to give your drinks an especially rich and hearty flavor. And, in any drink, flavor comes first!

*Fine Blended Whiskey. 86 Proof. 72½% grain neutral spirits.  
Frankfort Distillers Corporation, New York City.*



**Paul Jones**  
FIRST OF ALL... FOR FLAVOR!

# PEOPLE

Joseph Hurst Ball of Minnesota is deadly serious when he is representing his state in the U.S. Senate. Last week as he started his vacation at his farm home near St. Paul, he revealed a lighter side that may have surprised his constituents. Under the direction of his wife, who gets \$8,000 a year as his administrative assistant,

the senator nailed up a sign representing himself, his wife, his two daughters and his son as well as the shape of his state. The senator, who is neither campaigning nor sitting in on any investigation nor running off on a junket, can now get down to the more serious business of painting his house and mending his political fences.



No Wonder  
Fleischmann's makes America's  
Most Delicious Gin Drinks!



NOT JUST DRY...  
IT'S  
"DRY" DRY

—without the slightest  
trace of sweetness!

Yes, Fleischmann's Gin is "dry" dry . . . 100% dry! That's one of four big reasons why Fleischmann's makes America's most delicious gin drinks. Reason Two: Fleischmann's has a superbly delicate, light taste! Reason Three: Fleischmann's is so very, very smooth! Reason Four: Fleischmann's priceless mixability provides the perfect base for Tom Collins, Martinis, all gin drinks!



**FLEISCHMANN'S**

DISTILLED FROM AMERICAN GRAIN. 90 PROOF.  
THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N.Y.

PEOPLE CONTINUED



SENATOR "PAPPY" O'DANIEL bought a 40-room apartment house (named the Senate) in Washington two years ago, evicted the tenants for his family of five. Since then the Senator has spent hours remodeling the interior and mowing the lawn (above). Last week his purpose seemed clear: refinished cooperative units in the building went on sale for \$10,000 and up.



SERGEANT YORK, the famous World War I hero who killed 20 Germans in one battle, leased 6,000 acres of land in Tennessee a year ago, spent \$2,000 on a shaky derrick and began drilling for oil. Now he has struck it rich (above). Oil is gushing from his well at the rate of 14 barrels an hour. To the once-bankrupt ex-infantryman this will bring \$572 every day.

we love  
to make  
you  
feel  
small

we love to belittle your waist, minimize your hips,  
make you feel like a miniature of yourself, light as a  
leaf in the soft summer breeze. The Jantzen hip linesmen stay  
awake nights thinking up the best ways to slim you, trim you, smooth you,  
soothe you, give you more line, more rhythm, more freedom for living...  
and that's why Jantzen girdles and panty-girdles, are so wonderful.  
Get yourself into one before you're a day older...they come in  
very persuasive elastic yarn fabrics...at your favorite store.

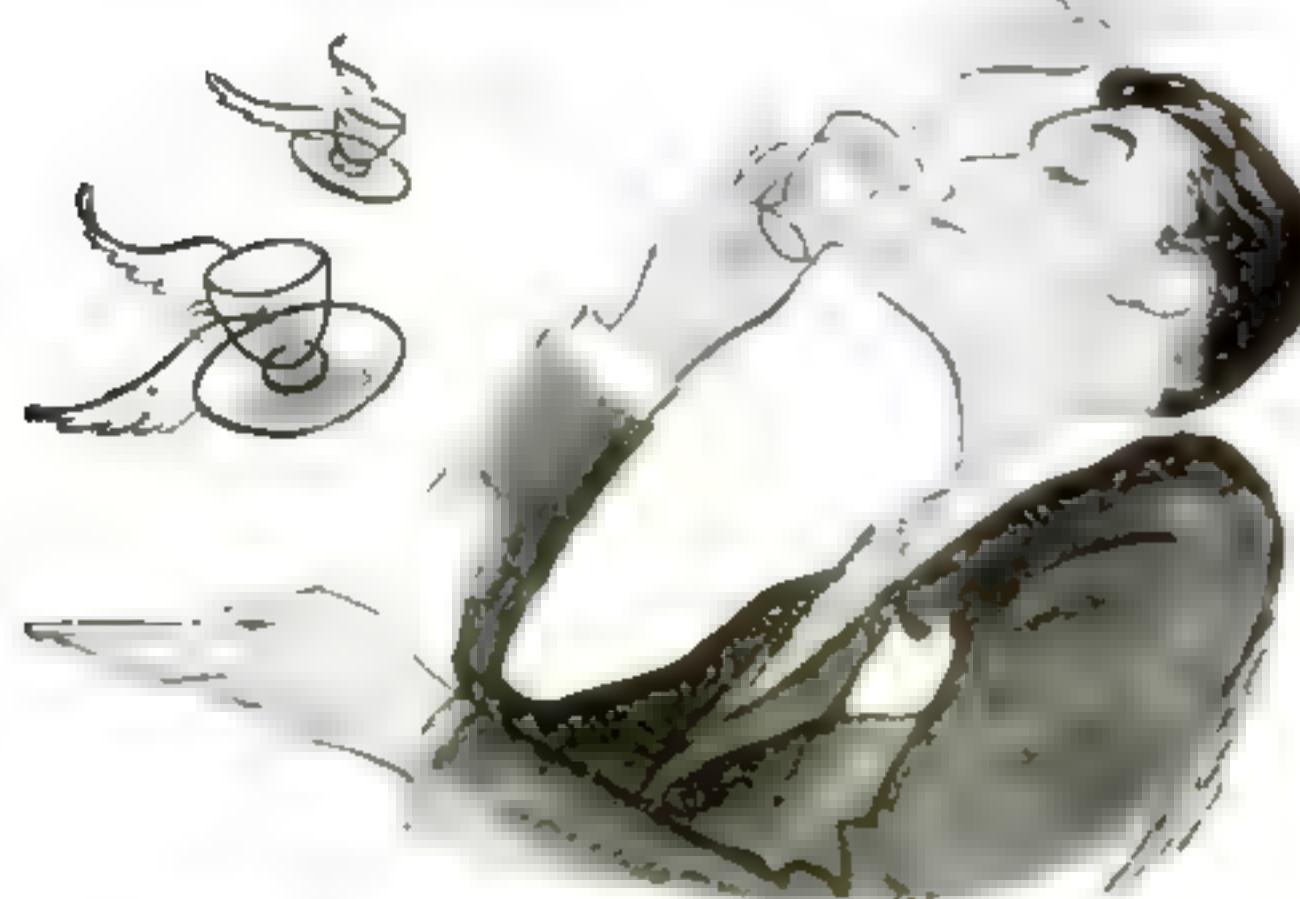
Jantzen®  
girdles  
and panty-girdles  
by the makers of  
Jantzen swim suits

PEOPLE CONTINUED



You make it like this!

Instantly in the cup! Just add boiling water—that's all! And sniff that grand aroma!



You love it like this!

It tastes so good! It's such rich, full-bodied coffee! You never tasted finer!



- and you sleep like this!

Imagine a coffee so quick, so rich and delicious, that lets you sleep even though you're affected by caffeine in ordinary coffee! Instant Sanka is 97% caffeine-free!

New



## INSTANT SANKA COFFEE

The only instant coffee that's caffeine-free!  
Drink It and Sleep!  
A Product of General Foods



ACTRESS PLAYS ATHLETE as Lana Turner swings an expert bat during the filming of *Cass Timberlane*. The script called for her to pitch, brawl vigorously with the umpire and even make a two-base hit. Although Miss Turner insists she played softball while in high school, she attained true verisimilitude only when she struck out with a magnificent grunt (above).



ATHLETES PLAY ACTOR as West Point's Alumni Doc Blanchard and Glenn Davis receive the usual Hollywood treatment. The two all-Americans spent three weeks making a football movie and being photographed with starlets (above). Then they headed for Chicago to take part in an all-star game Aug. 22, with Blanchard (left) looking flabby around the middle.



**WELL, NO WONDER ONLY BEAUTYREST  
GIVES BEAUTYREST "LUXURY COMFORT"!**



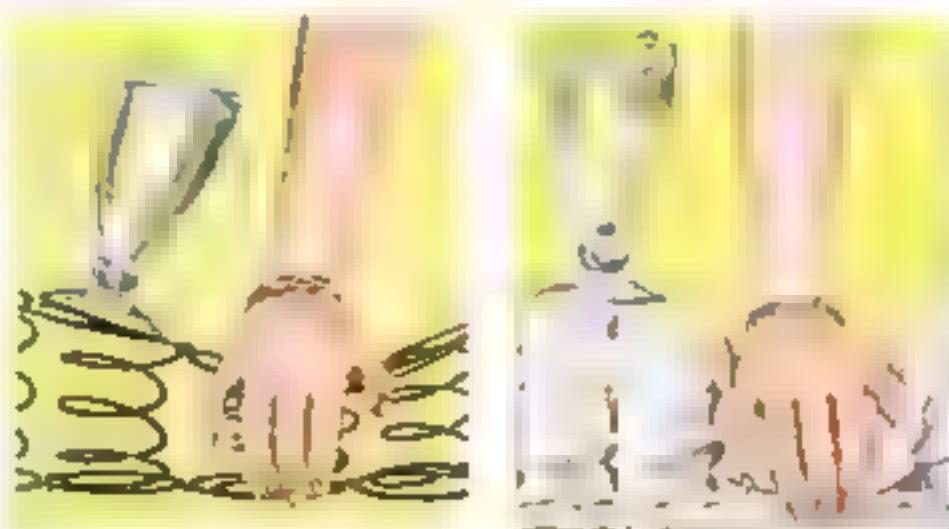
**1. When you slip between the sheets** on your new Beautyrest, your whole body tells you that you're not resting on just another mattress.

For here is a mattress that absorbs tension from every tired muscle . . . and relaxes you right through to your very bones!

And what's the secret of all this luxurious sleeping comfort? Nestled inside your Beautyrest are 837 *individually pocketed coil springs*—837 of them, and each spring acts on its own! That's why your Beautyrest cushions every tired inch of you so naturally, so buoyantly!



**2. Compare the comfort!** Above, see how an *ordinary* inner-spring mattress can sag beneath you, rob you of rest. But, below, see how Beautyrest *tends to mould itself to almost every inch of you* . . . lets you relax more naturally, as you sleep.



**3. "Water glass test"** tells why! Left, see how wired-together springs in *ordinary* mattresses must go down under pressure—forming a hollow. But, right, see how Beautyrest's 837 *individually pocketed coil springs* act on their own. No sags! No hollows!



**Better value!** In "torture tests" made in the United States Testing Co., Inc. Laboratory, Beautyrest lasted far longer than any other mattress tested. Guaranteed for 10 years, priced at \$19.50. Beautyrest actually costs you little more than 1¢ a night!



**Suggestion:** Get a Beautyrest Box Spring when you get your new Beautyrest mattress, \$19.50. Famous Deepsleep Mattress and Box Spring by Simmons, \$19.50 each. Ace Spring, \$24.50. Simmons Decorator Headboards, \$2.50 up. See your dealer today.

**Only SIMMONS makes BEAUTYREST\***

MAKERS OF THE WORLD'S ONLY ELECTRONIC BLANKET  
AND OTHER FINE-QUALITY BEDDING

*Outside...inside...any time*  
it's snapshot time—with a  
Kodak Film in your camera



**Kodak**

**P**ICTURE TAKING FOR EVERYONE—with all it adds to life—has now advanced through another revolution...the greatest “popular” step forward since George Eastman produced roll film and the simple hand-held camera almost sixty years ago.

The new revolution, like the first, is basically an advance in film. Kodak Research, which through the years progressively built new abilities into films, has now produced superb *full-color* films—Kodacolor for most roll-film cameras, Kodachrome for most miniatures. In addition, it is providing synchronized “flash” in new Kodak cameras.

Snapshots outdoors or indoors, day or night, in any season . . . full-color as well as black-and-white . . . it all sounds so wonderful you might think it hard. It isn't. It's picture taking as usual, nothing really new to learn. Consult your dealer.

EASTMAN KODAK COMPANY . . . ROCHESTER 4, N. Y.



## Indoor Snapshots in black-and-white



## **Outdoor Snapshots in full color**



PROCTER & GAMBLE PRESENTS

# PRELL The New Radiant-Creme Shampoo in a Tube!



## PRELL REMOVES DANDRUFF IN AS LITTLE AS 3 MINUTES!

LEAVES HAIR *Radiantly CLEAN* *Radiantly SMOOTH*



### HERE'S WHAT THEY SAY ABOUT PRELL

DAD: That tube's so handy! Prell's just dandy! And a little goes so far!

MOTHER: No waste, no drip...no spill or slip...For youngsters it's a star!

BROTHER: And after Prell, I know all's well. My scalp feels really clean.

SISTER: You just can't hope—with any soap—for hair with such a sheen!

AUNTIE: It's safe they say, for every day—for my dry hair, it's swell!

ALL: Hair radiant, bright—no dandruff in sight, when we shampoo with Prell!

**New!** New wonderful PRELL! This marvelous, emerald-clear, *Radiant-Creme* shampoo leaves your hair more radiantly shining than any soap or soap shampoo...and leaves it free of horrid, unsightly dandruff too. Doctors' examinations proved that Prell removes embarrassing dandruff in as little as 3 minutes—and showed also, that regular Prell shampoos actually control this dandruff. What a joy! A Prell shampoo—then sparkling-clean hair that's left shining with glamorous radiance...smooth, easy to manage—*beautiful!*

**That handy tube** makes Prell an extra pleasure to use, too—no messy jars or slippery bottles to break! Get Prell today—everyone in the family will be thrilled with this new *Radiant-Creme* shampoo that leaves hair so *radiantly* lovely.



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STANDING OUTSIDE FIRST-FLOOR TICKET OFFICE, OPAL BAKER BEGINS ROLE AS TYPICAL EMPIRE STATE SUICIDE

## EMPIRE STATE FOILS SUICIDES

**World's tallest building uses psychology to keep people from jumping off**

In the last six months four people have flung themselves to death from the 86th floor of the Empire State Building, bringing the total of such suicides to 16. Alarmed by the realization that their monument to the material greatness of U.S. society was becoming a notorious exit from that society, the building's officials have devised a system of watchfulness along the route which tourists must take to the top. Latest proof of the system occurred at noon one day late in July when young James Briley walked onto the observation terrace and started to climb over. With him, however, was a plain-clothes guard who had trailed him

from the elevator. Minutes before, a guard in the ground-floor ticket office had phoned up a warning based on observation of the youth's behavior. This saved the would-be suicide's life by alerting the 10 guards who patrol the building's lofty heights, watching for just such occurrences. It also tipped off others along the way—elevator starters, elevator operators and ticket takers. All these people know the signs of impending suicide—a look of loneliness, a pale face, a morose and preoccupied manner. With Actress Opal Baker playing the part of a typical suicide, LIFE here shows in a re-enactment how this system works.



**BUYING TICKET** Miss Baker acts preoccupied and is studied by the alert ticket seller.



**TICKET SELLER** picks up phone, warns the roof guards before customer has left window.



**ELEVATOR DISPATCHER** lines tourists up for ride to top and notices unusual behavior.



**TICKET TAKER** on 80th floor gives lonely, worried-looking Miss Baker a sharp once-over.



OUTSTANDING  
*and they are*  
*mild!*

Empire State Suicides CONTINUED



ON OBSERVATION TERRACE prospective suicide strolls around building in tense, hesitant manner that usually precedes a jump. Guide follows her.



AT THE WALL she stands tense and ready to jump, unaware that a uniformed guide and plainclothes guard (foreground) are closing in to stop her.



JUST IN TIME Charles Campbell, an oldtimer with a genial manner and a knack for fatherly talk, grabs girl, turns her over to medical authorities inside.

CONTINUED ON PAGE 10

Dependable

# CHAMPION

**AMERICA'S FAVORITE SPARK PLUG**



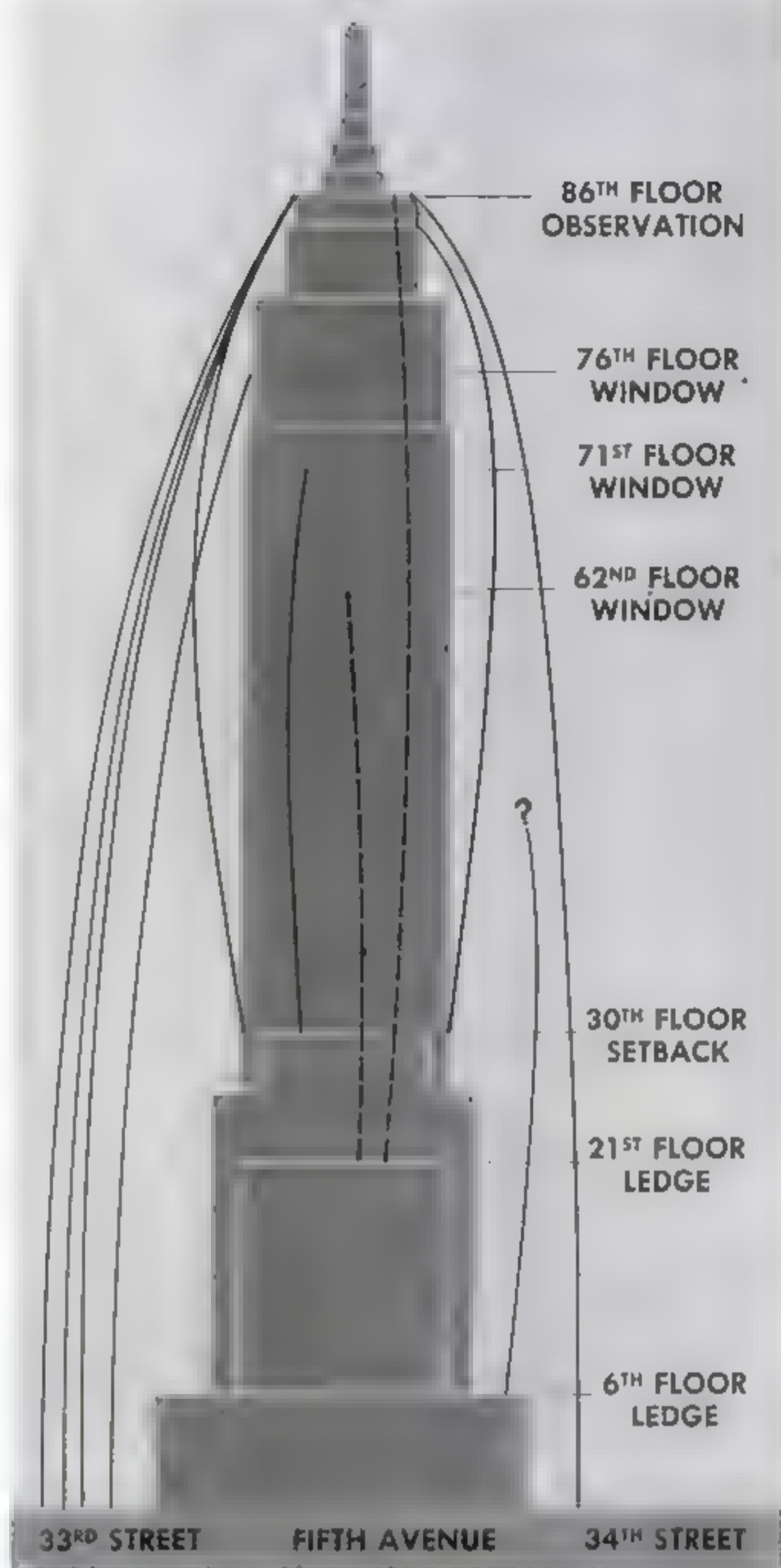
Farming is America's greatest single enterprise. The welfare of the nation depends upon it. More people are engaged in it than in any single industrial classification. While farm workers are fewer than pre-war, farm production is at an all-time high. Mechanized or power farming has made this possible; has revolutionized modern farming; has increased and diversified the average farm's output, many fold. Here is where spark plugs play an exceptionally important part in the daily lives of the users. Particularly noteworthy is the fact that Champion Spark Plugs are the overwhelming favorites in cars, trucks, tractors, stationary engines and other power farming equipment, because they're dependable.

**FOLLOW THE EXPERTS**

DEMAND NEW DEPENDABLE CHAMPIONS FOR YOUR CAR

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

## Empire State Suicides CONTINUED



**PATHS TAKEN** by 11 jumpers since 1943 look like this. Broken lines show leaps made on west side. Question mark means jump-off point is unknown.

## WAR HAS BROUGHT SUICIDE WAVE

The chart above shows the history of the last four years of Empire State suicides—the places from which 11 people have jumped and the approximate paths they followed to their dramatic deaths. Prior to 1943 there had been only five leaps in 12 years. Then came war and postwar tensions and a wave of suicides. On July 7, 1946 Charles Vogel, a 67-year-old hotel employe, removed his coat to make himself comfortable on the way down, then jumped over. But he landed just one floor below. Dragging himself to the edge once more, he was finally killed on a 30th floor setback. During the previous few weeks he had slowly given away his personal possessions to fellow hotel employes. On July 14, 22-year-old William Lemmons dropped a quarter on the terrace floor, told a young boy who picked it up for him, "You keep it. I won't need it." Then, as the boy inserted the coin into the telescope nearby, Lemmons climbed over the wall. Empire State officials know that people who really want to die will manage to get the job done somehow, somewhere, no matter what the extra precautions. But they are so determined to hold down their own record that they plan to erect a 7-foot iron fence, curved inward and spiked, all around the roof.



Mother! real boys and girls  
**PRE-TEST**  
**POLL-PARROT SHOES**  
for your youngster

Imagine the roughest treatment your young one gives a pair of shoes . . . then double it again and again! That's the kind of punishment Poll-Parrots get in *pre-testing*—in months of actual wear by real boys and girls in a Midwest community. And that's why Poll-Parrots give you such extras as age-conforming arches, longer-wearing soles reinforcements at all vital parts. Insist on Poll-Parrots

ROBERTS, JOHNSON & RAND  
Division of International Shoe Company, St. Louis 3, Mo.



For nearest Poll-Parrot dealer,  
see Classified Phone Directories  
or write us

**Poll Parrot**  
Pre-Tested Shoes for Boys and Girls

ALSO STAR BRAND SHOES . . . AT LOWER PRICES!

# Nashua now brings you a really kind of blanket!

Warmer than many costing  
up to twice as much!

**Just imagine—  
a blanket that is**

- Warmer than many costing up to twice as much
- Light in weight, with snow-drift-soft nap
- Moth-resistant—your money back if damaged by moths within 5 years
- Available in 9 unsurpassed shades—and snowy white that stays white
- Washable by hand or machine
- 7½ feet long

Yes, you get all this in a Nashua "Purrey"† Blanket—and only in a Nashua, because its scientific construction has actually been patented.\* These snowdrift-soft blankets are perfect for warm weather or cool. A scientific balance of 88% rayon, 12% wool makes them cozily warm without weight—warmer than many blankets costing twice as much.

Years of prewar research went into the making of this amazing blanket. Several million women who were lucky enough to get them during the war are clamoring for more. So here they are—in pure white and 9 of the loveliest colors you've ever seen! A superb "quality" blanket at a budget price! See them at your favorite store today.

†Reg. U. S. Pat. Off. \*Patent 2,208,533

**-and only \$7.95 \$6.95**  
WE AGREE MR. PRESIDENT  
SLIGHTLY HIGHER IN THE WEST



100 PROOF

AS IT SAYS ON THE LABEL

*"There is nothing better  
in the market"*

BROWN-FORMAN DISTILLERS CORPORATION, INCORPORATED, AT LOUISVILLE IN KENTUCKY



HIS USUALLY NEAT PLUS FOURS MADE BAGGY BY RAIN, BOBBY LOCKE LEAVES THE COURSE AT COLUMBUS, OHIO AFTER WINNING HIS SEVENTH U.S. TOURNAMENT

# BOBBY LOCKE

A dollar-wise South African golfer  
is leading money-winner in U.S.

The golfer in the picture above has a right to smile despite the rain. Arthur D'Arcy ("Bobby") Locke never found golf so rewarding back in South Africa. Since his arrival in the U.S. on April 1 he has won seven tournaments and pocketed \$20,677 in prizes to become golf's leading money-winner of 1947. Never before has a foreign golfer had such a profitable tour in the U.S.

To U.S. golf galleries Bobby Locke is worth the money. They are enchanted by his antics, his old-

style plus fours (*above*) and his habit of tipping a floppy cap in response to applause (*next page*). Golfers are just as intrigued by Locke's nonchalant, unorthodox style (*p. 60*) and his eye for cash (he charges up to \$100 for a technical interview). As long as the money keeps rolling in Locke plans to stay in the U.S. Eventually the grind of U.S. tournament play may sap his imperturbable nonchalance, but right now the thought of the Yankee dollar is spurring him on to the best golf of his life.

**BILL STERN**

CHOOSES

**AO POLAROID**

*Sportglas*

DAY GLASSES

"Give me AO POLAROID\* Sportglas for driving, fishing, sailing, skiing! These sun glasses cut out dangerous, confusing glare reflected from roads, water, snow and ice. I also like the way they let you see things in their true colors. Wear AO Polaroid Sportglas and you won't be missing a trick!"

*Bill Stern*

SMART NEW STYLING... Ful-Vue (high) temples and curved frames to give more "eye-coverage"! High-polish laminated plastic lenses! Demi-amber frame for men and women; Resort Red, Seashore Blue, Mint Green, and Ivory Sand for women.

**\$169**  
with case

**How AO Polaroid Day Glasses Filter Reflected Glare!**

- A Bright light from the sun strikes a surface.
- B Some rays bounce off as glare; others reflect to the eye as useful "seeing" rays, show color and detail.
- C Ordinary sun glasses dim both glare-light and useful light. Glare remains to hide detail, to dilute true colors.
- D AO Polaroid Day Glasses reduce annoying glare, reveal detail, transmit undiluted color rays.



MARGARET YOUNG  
Glamorous Powers Model

American Optical  
COMPANY

**IF IT'S MARKED IT'S SMARTLY STYLED, OPTICALLY CORRECT**

\*T.M. Reg. U.S. Pat. Off. by Polaroid Corp.

**Bobby Locke** CONTINUED



**LOCKE'S ANTICS** have enlivened every golf tournament he has entered. Above: he strokes the putt that will enable him to be first in Chicago's Tam O'Shanter Open. The ball hesitates (top, right) but finally goes in. Locke laughs uproariously, then automatically tips his cap. He went on to win the play-off.

CONTINUED ON PAGE 10

The story of a guy that women go for!

# BODY and SOUL

JOHN GARFIELD  
LILLI PALMER

and introducing exciting

HAZEL BROOKS

as ALICE

in 'Body  
and Soul'

with ANNE REVERE

WILLIAM CONRAD • JOSEPH PEVNEY  
LLOYD GOFF • CANADA LEE  
Original screenplay by ABRAHAM POLONSKY

Directed by ROBERT ROSSEN  
Produced by BOB ROBERTS

RELEASED THRU UNITED ARTISTS

Celebrated in all theaters from THE ENTERPRISE STUDIOS

Bobby Locke CONTINUED



HE BENDS LEFT ARM on backswing. This puzzles most U.S. professionals, who keep theirs straight. But Locke's wood shots are consistently accurate.



HE TAKES HIS EYE OFF THE BALL on chip shot, making slow swing with no wrist action. Locke copies his golf style from Britain's Henry Cotton.



HE BECAME LEADING MONEY-WINNER at Columbus Open July 27 when he received \$2,000 from Tournament Co-chairman Ernest Cook (left).

HERE'S TO AMERICA'S  
NO. 1. QUALITY ALE

Its golden color gives it 'eye appeal'.  
Its sparkling goodness gives it 'taste appeal'.  
There's plenty of 'proof appeal' in every bottle.

LOOK FOR THE RED TOP ON THE LABEL.

**RED TOP Ale**

©1947—RED TOP BREWING CO., CINCINNATI, OHIO

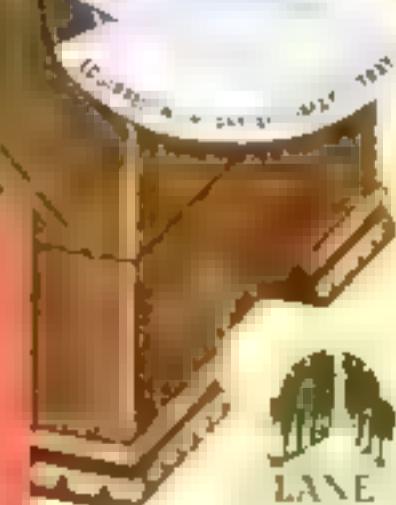
# Be Lucky in Love with a Lane!

Thrill Her with a  
**LANE** Cedar Hope Chest  
The Gift That Starts the Home



**LANE** Cedar Hope Chest  
A Million Maidens Yearn for this Romantic Love Gift

No. 2158 One Non-slip cedar chest, polished Mahogany  
No. 2159 One Non-slip cedar chest, polished Mahogany  
No. 2160 A cedar hope chest with front panel of  
Zebra wood. A cedar chest with front panel of  
Zebra wood. A cedar chest with front panel of  
Zebra wood. A cedar chest with front panel of  
Zebra wood.



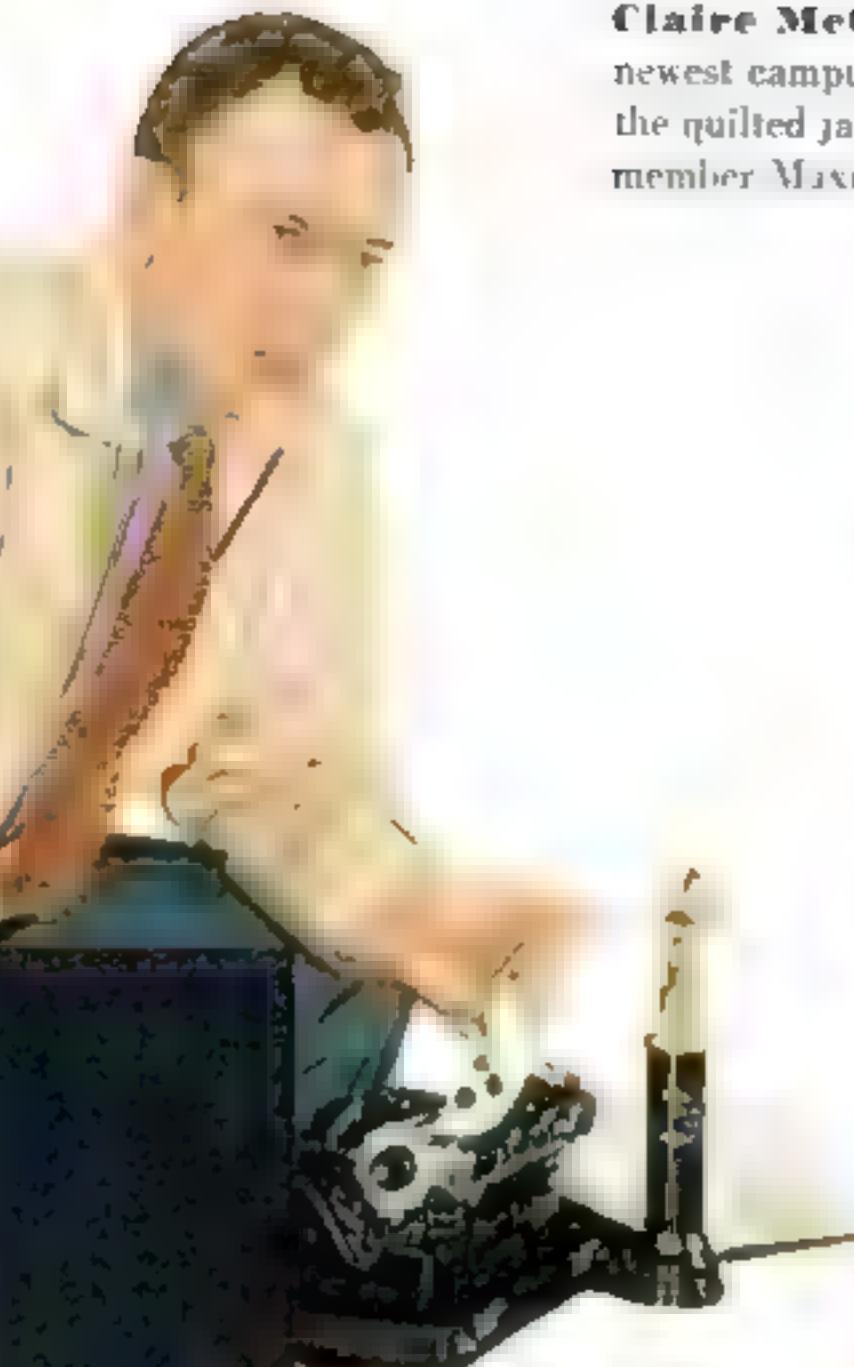
It's love for keeps with a Lane Cedar Hope Chest.  
Give your sweetheart this sanctuary for her  
treasures—this real love gift that starts the  
home of your dreams.

The only tested AROMA-TIGHT Cedar Chest in the world, with  
Lane's six unique patented features. Backed by free month  
insurance policy written by one of the world's largest  
insurance companies. The Lane Company, Inc., Dept.  
L, Alta Vista, Virginia. In Canada: Knechtels, Ltd., Han-  
over, Ontario.

49.5

Ships faster  
in the West  
and Canada

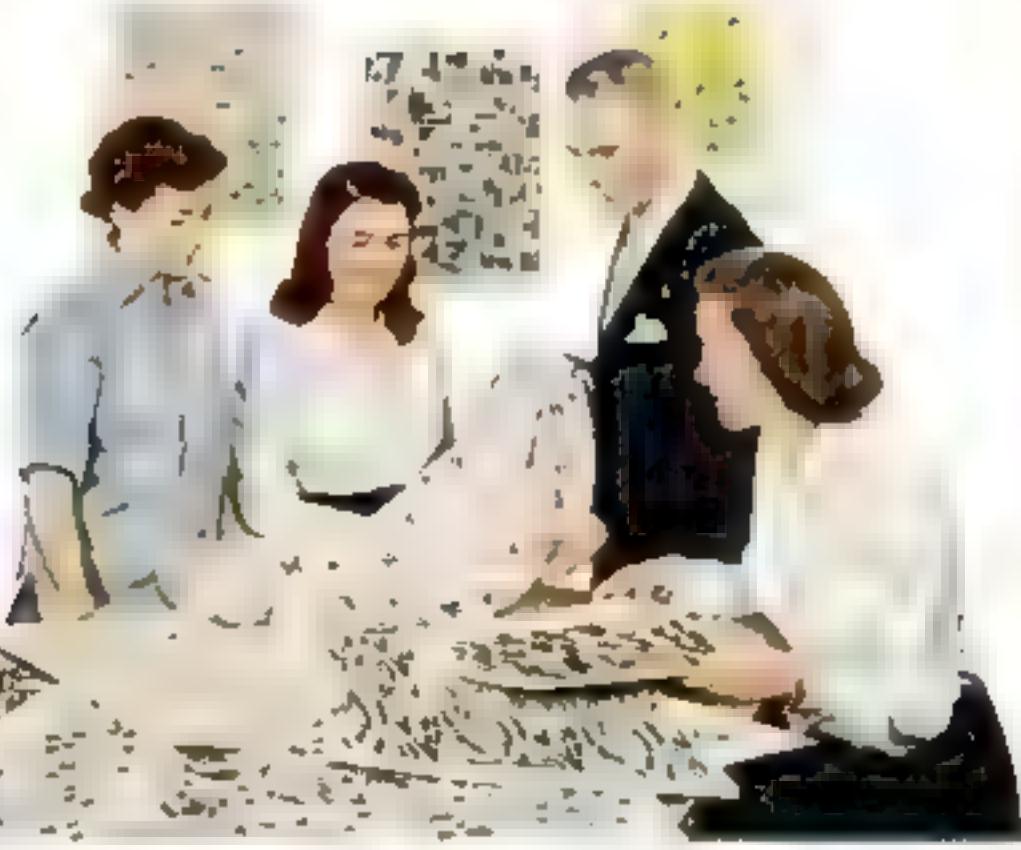
**Warren Ameling**, twice chosen All-American, student leader at Ohio State, wears White Stag sports jacket in Bates poplin; Fuller shirt in Bates broadcloth.



# Bates College Board

REPORTS 1947

CAMPUS TRENDS



Fabric designer Roger Conant shows Bates newest washable and colorfast prints to Florence Fursey, Bates College; Timmie Stillman, Wheaton; Nancy Lee Barnes, Sweet Briar

**Carroll and Kenneth Bowen** of Cornell chose Bates Parade bedspread and matching draperies. Carroll wears Judy 'n Jill loungers in Bates poplin with a gay calico-print lining

**Claire McCordell** (below) designed this newest campus favorite, in Bates poplin. Note the quilted jacket; the new longer skirt. Board member Maxine Rose of Oregon State models



O utstanding undergraduates at twelve top-ranking colleges, Bates College Board members surveyed students coast to coast, got the last, authoritative word on what they need, like, want. Object: to prevent costly, heart-breaking mistakes by freshmen buying college fashions and furnishings for the first time.

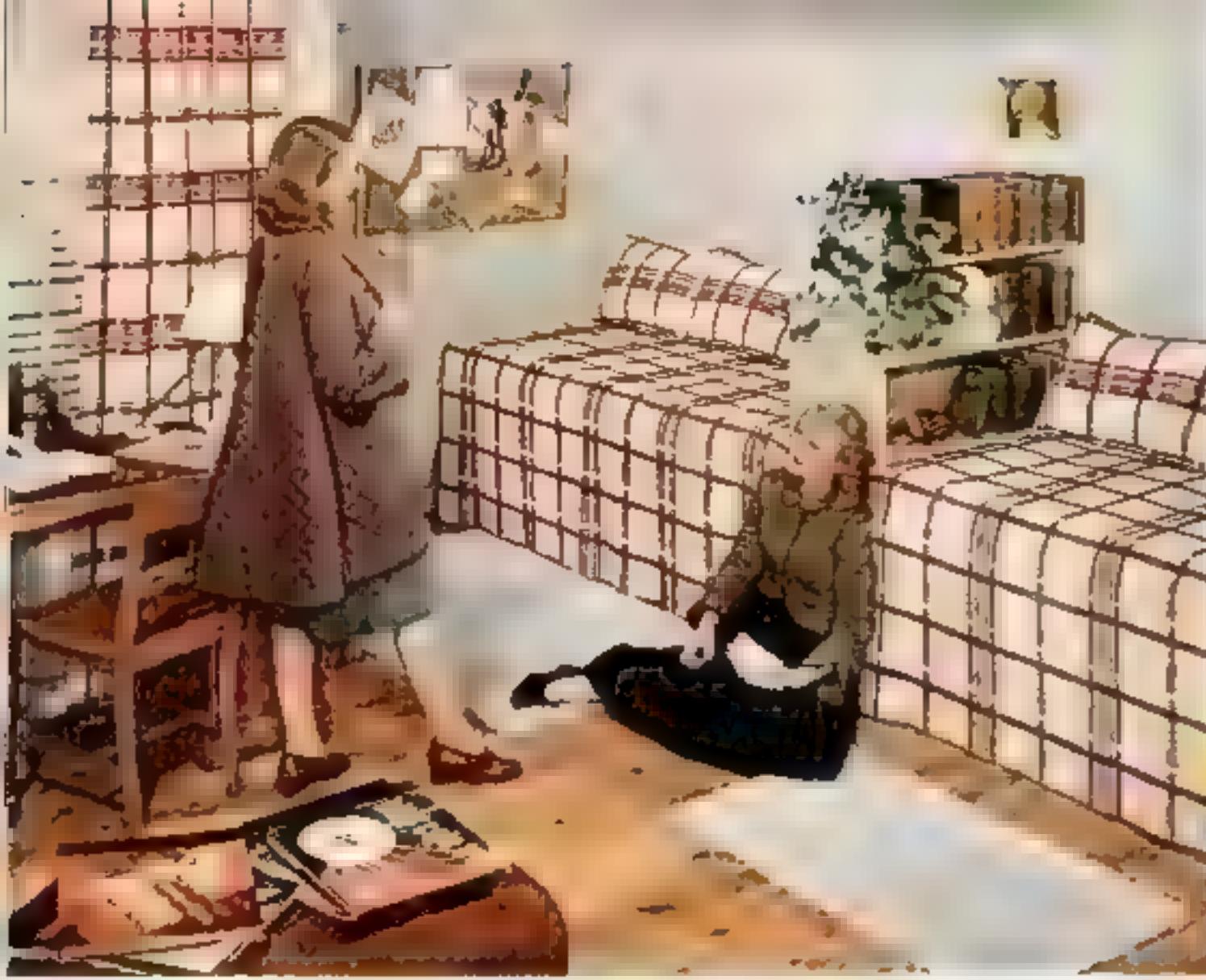
At the top of the preferred list, as always, were Bates bedsheets and matching draperies. Together they do a swift,

professional job of dorm decoration, are washable, wrinkle-proof. Students voted nine Bates patterns best for college.

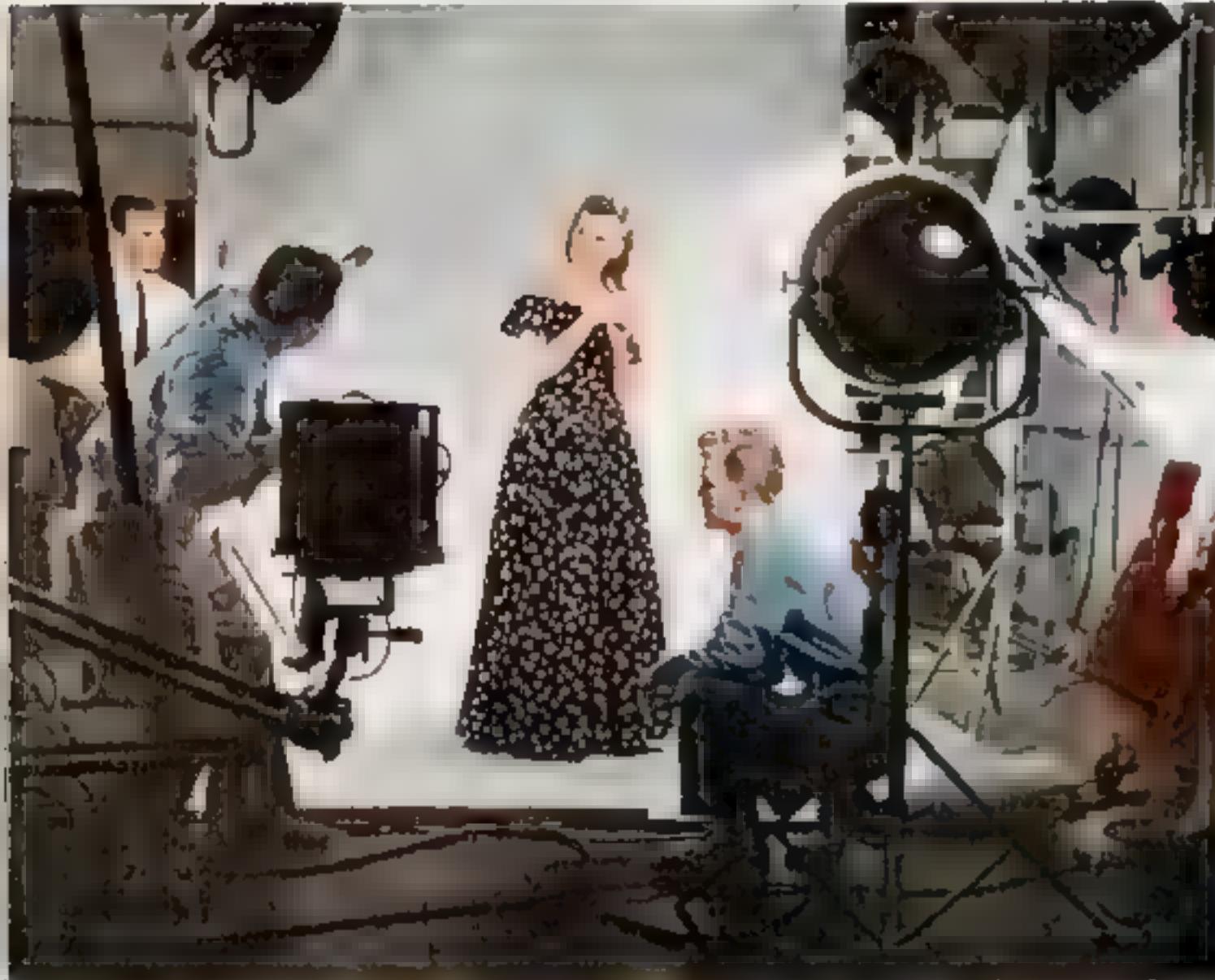
Also voted campus-correct was an exclusive group of fashions selected from collections of leading designers.

Fashions and furnishings that got enthusiastic student approval were awarded Bates "Campus Tested-Campus Approved" tag. Look for this tag in fine stores, or college preferences that made the grade.





**Students say matched sets** of Bates bedspreads and draperies are as essential as textbooks. Joan Walls, Bennington, and Maxine Rose, Oregon State, transform a dorm with Tomorrow, top favorite pattern.



**Joyee Smith of Texas University** poses for news photographers at a college fashion show in New York, wears a new dance dress in Bates rayon, created in California by Emma Dumb. Bates College Board members Paul Davis of Colgate and Anne Cole of U.C.L.A. watch.



**Ellie Munro** of Smith wears White Stag pedal pushers, a Fuller shirt man-tailored for girls. Bill Schuler, Yale, and Paul Davis, Colgate, wear coats in Bates Belleweather poplin.

"Pajam-session" Tommies and Tommiecoats by Harry Berger in Bates broadcloth printed with Capitol Records swing students to sleep. Maxine Rose wears these.

CAMPUS TESTED!

Bates FABRICS

CAMPUS APPROVED!

BATES FABRICS, INC., 80 WORTH STREET, NEW YORK 13





AT THE FAMILY BREAKFAST TABLE FATHER DAY (WILLIAM POWELL) COMPLAINS ABOUT THE COFFEE TO THE COOK. MOTHER (IRENE DUNNE) TRIES NOT TO NOTICE

### MOVIE OF THE WEEK:

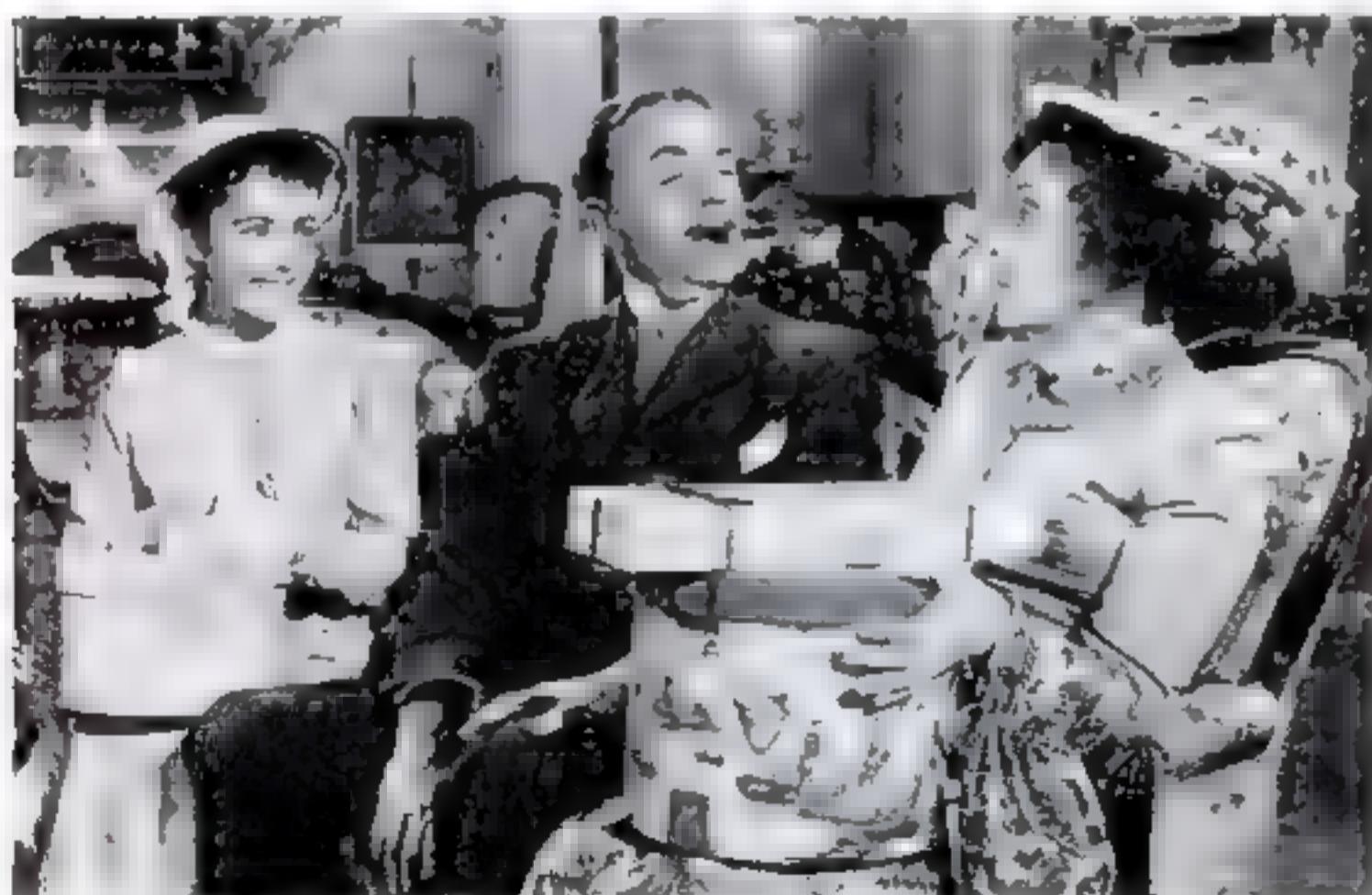
## *Life With Father*

**William Powell plays the irascible Clarence Day in a delightful film version of the famous stage comedy**

An American who is already better known to his fellow countrymen than many presidents and statesmen of his own epoch is the late Clarence Day, an otherwise obscure 19th Century New Yorker who was immortalized by his son, Clarence Day Jr., in a book of character sketches called *Life With Father*. Playwrights Howard Lindsay and Russel Crouse transferred the charming but irascible Mr. Day to the stage, where *Life With Father* ran for an all-time Broadway record of 3,213 performances before it closed last month.

Now *Life With Father* has come to the screen in a captivating Technicolor production by Warner Brothers. Faithful to the spirit of the original, it pos-

sesses the added depth made possible by the ability of the camera to wander indoors and out along Madison Avenue of the 1880s. A fine cast is headed by William Powell (framed in color on the opposite page) as Father and Irene Dunne as Vinnie, his long-suffering if illogical wife. Mr. Day browbeats his servants (above), complains about Vinnie's housekeeping, lectures the Almighty (p. 68), damns the Democrats and is ultimately dragged off, protesting, to be baptized. When the play opened back in 1939, Critic Brooks Atkinson prophesied, "Sooner or later everyone will have to see *Life With Father*." This film should clean up any remaining pockets of sales resistance.



FATHER IS PLEASED and affable when his wife's cousin Cora (Zazu Pitts, right) and a pretty friend (Elizabeth Taylor) come calling on the Day family one morning.



FATHER IS ANNOYED when he learns they are to stay a week. "Are those two women encamped in our house?" he barks later. "Why don't they go to a hotel?"

"Life With Father" CONTINUED

## FATHER DAY LECTURES EVERYBODY



MAN-TO-MAN TALK occurs when Father decides to tell his son Clarence about women. "A woman doesn't think," he says. "She gets stirred up." He develops this theme briefly, then tells Clarence, "Now you know all about women."

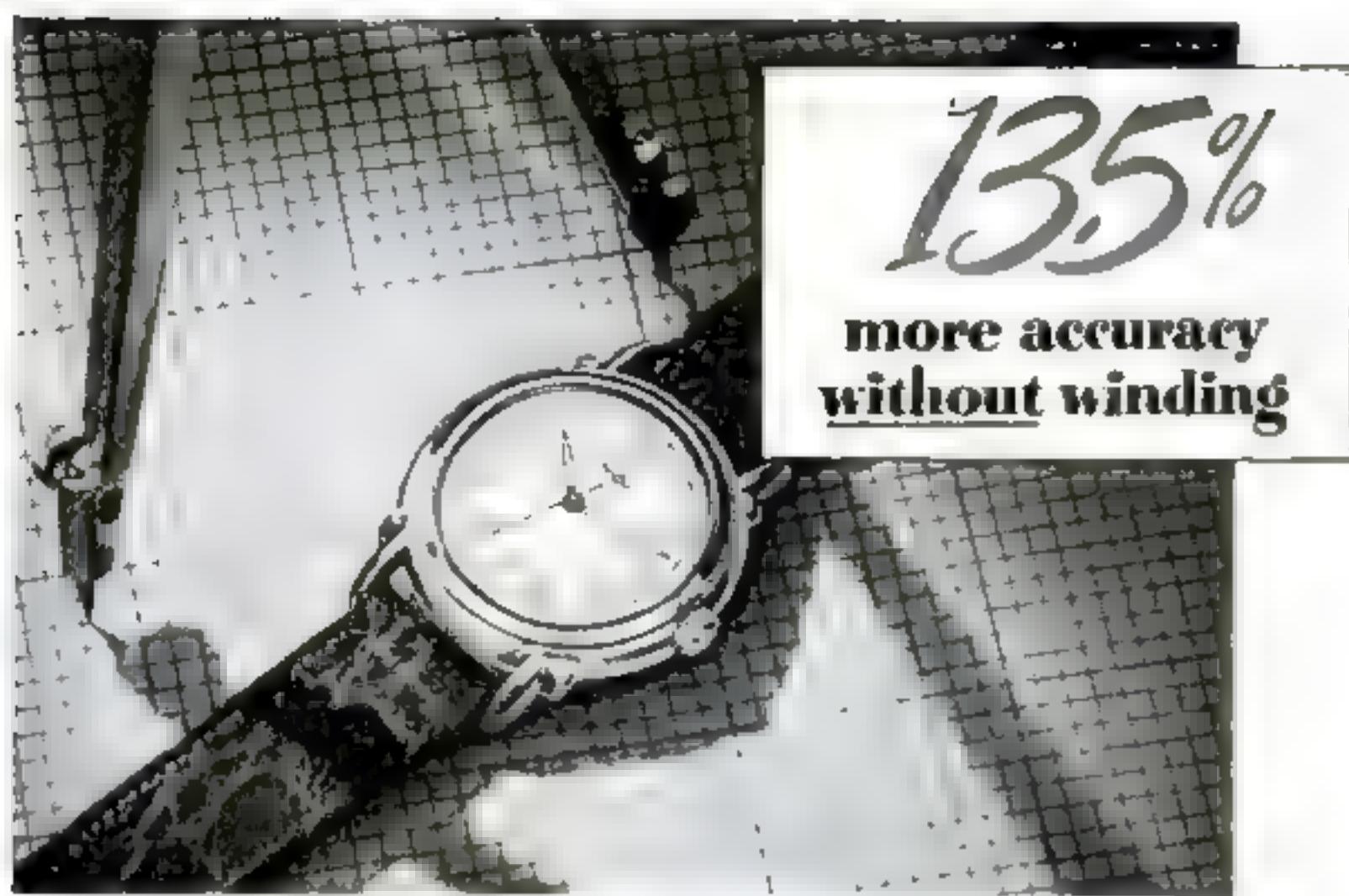


FATHER HIRES A MAID by pointing his cane and announcing, "I'll take that one." When the employment agency manager wants to know about the "character" of the Day home, he says proudly, "I am the character of my home."



VINNIE'S FINANCES infuriate Father. He forces her to send back a \$15 china dog she has charged at McCreery's. Then she buys a \$15 suit for Son Clarence at the same store, explains, "Clare, it isn't costing you a penny."

CONTINUED ON PAGE 68



### that's what you get with the CROTON AQUAMATIC

You're always on time because you don't wind your watch! Your Croton Aquamatic keeps itself wound just right, by the ordinary motions of your wrist. It can't run down, can't overwind. It keeps better time — 13.5% better time\* than leading watches wound by hand. The modern Croton Aquamatic quietly and efficiently tends to its own business,

while you go about yours. A wonderful idea for a wonderful gift—or for yourself. Product of Croton — famous since 1878.

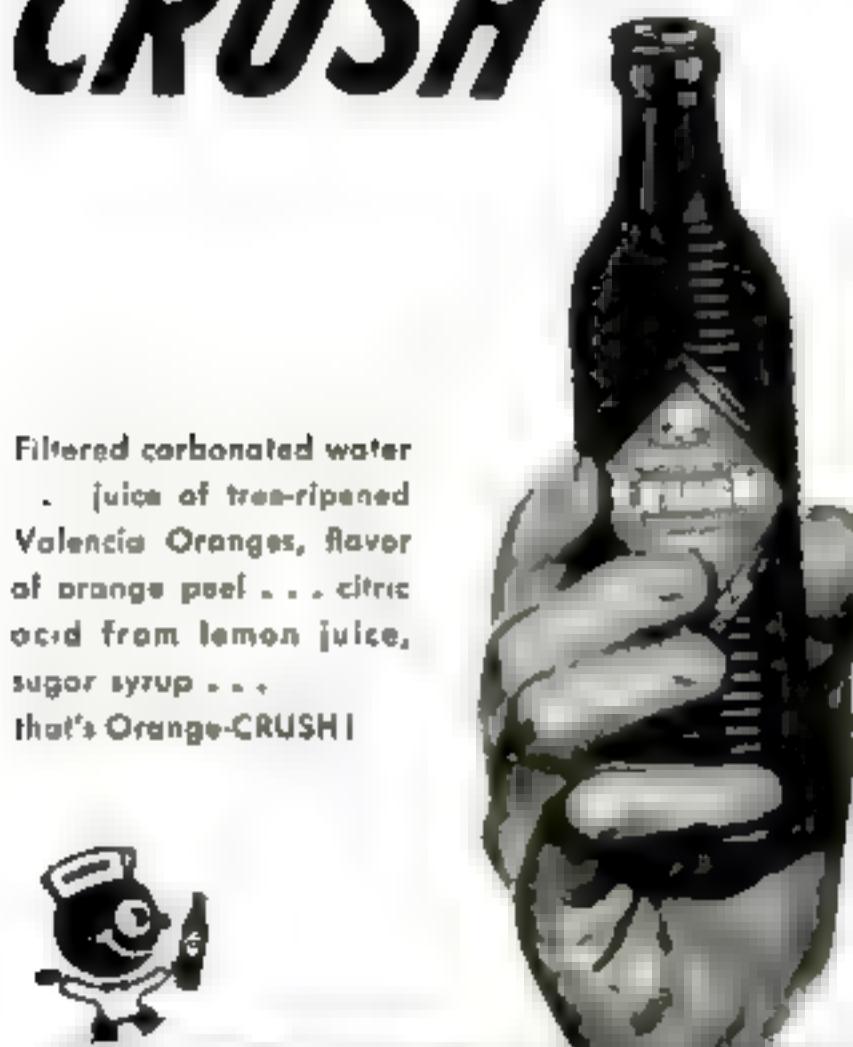
#### AQUAMATIC SHEDS WATER LIKE A DUCK!

 Handsome, serviceable — the Aquamatic is certified waterproof, before it goes to your jeweler, by United States Testing Co. Inc. Just make sure only your Croton dealer opens, closes and services your watch. Other features — dust-proof, shock-resistant, the dial's easy to read in the dark, the glass crystal can't shatter! Only \$37.50, tax incl.

\* 2 Aquamatics were tested against the average of 9 famous watches wound by hand, in a 30-day wearing test by a leading laboratory. Aquamatic proved 13.5% more accurate. Write for free booklet, Croton Watch Co., Inc., 48 W. 48th St., N. Y. 19.

© 1947 Croton Watch Co., Inc., New York

# "Me for CRUSH"



Filtered carbonated water  
juice of tree-ripened  
Valencia Oranges, flavor  
of orange peel . . . citric  
acid from lemon juice,  
sugar syrup . . .  
that's Orange-CRUSH!



# Orange-CRUSH

CARBONATED BEVERAGE

Flavor Sealed in the Brown Bottle

*Beloved by brides for almost a hundred years (1850-1947)*



GOWN BY TAILORED WOMAN

One radiant day apart from every other... one pair of rings that token a lifetime love. And when they bear the trusted name *Art-Carved* you can be sure of fine diamonds... singly selected and cut by *Art-Carved* experts... original settings hand-carved by inspired *Art-Carved* goldsmiths.

For nearly a hundred years, brides have honored the creations of America's oldest and largest ringmaker. Every genuine *Art-Carved* ring is recorded and guaranteed for your protection. Ask your jeweler to show you the name *Art-Carved*\* in the ring, on the tag.

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RINGS BY WOOD

NEW YORK • LONDON • AMSTERDAM • ANWERP



IT'S YOURS for the asking—"How to Select your Diamond Ring," a helpful new booklet of facts about the color, clarity and cutting of diamonds. It tells why larger diamonds are much scarcer than smaller gems, and why the value of a one-carat diamond is always more than double that of a half-carat diamond of comparable quality. Write for your copy to J. R. Wood & Sons, Inc., Dept. L-5, 216 E. 45 St., New York 17, N. Y.

\*Trade Mark Reg.

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"Life With Father" CONTINUED

## VINNIE GETS FATHER BAPTIZED



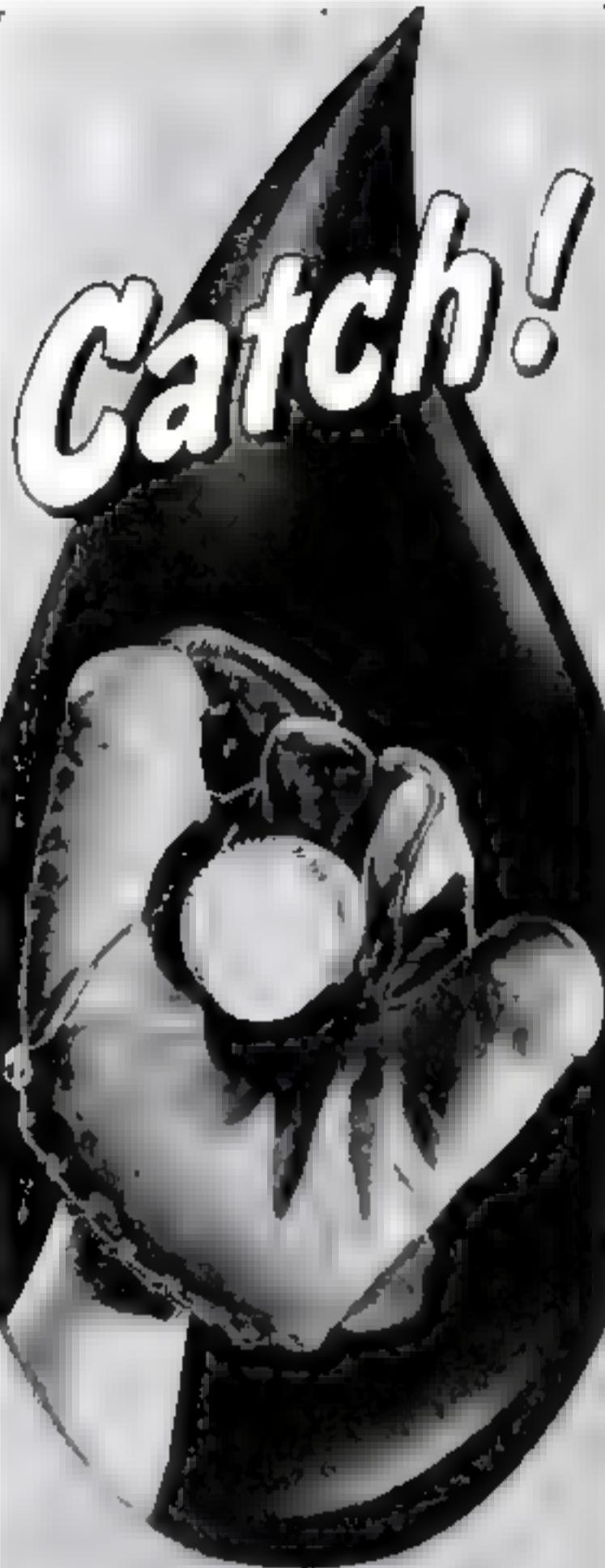
RECTOR'S SERMON on advantages of baptism strikes Father (fifth row) as inspired by Vinnie, who worries because he has never received that sacrament.



FATHER INSTRUCTS GOD to "Have mercy, I tell You!" when Vinnie falls ill. In a weak moment he promises to be baptized if God follows his directions.

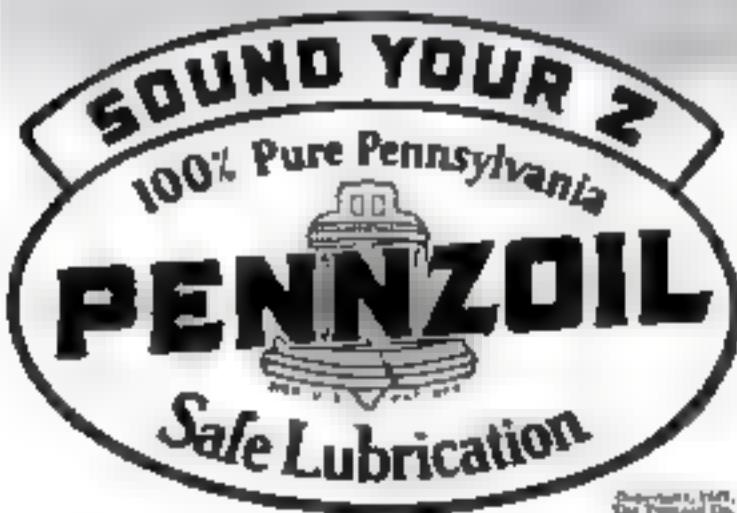


VINNIE RECOVERS with suspicious promptness and Father goes sullenly to the font, shouting to an inquiring friend, "I'm going to be baptized, damn it!"



**DOUBLE ACTION**  
**PENNZOIL**  
MOTOR OIL  
**FLows FAST**  
**STAYS TOUGH!**

Sound your "Z" for this one Pennsylvania oil! . . . Sold coast to coast at this sign of quality service.



© Registered U.S. Patent Office. Member Penn Grade Petroleum Association. Permit No. 8  
Tough-Slim PENNZOIL® gives all engines an extra margin of safety

## A SPECIAL PREPARATION FOR SHAVING

★  
For the 1 man in 7 who shaves daily

★  
NO BRUSH

Modern life demands at least 1 man in 7 shave every day—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider protects your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean without scraping or irritating. Quick, easy to use. Needs no brush—not sticky or greasy.

### TRY A TUBE AT OUR EXPENSE

You can get Glider at any toilet-goods counter. Or we'll be glad to mail you a guest-size tube—enough for three full weeks absolutely free. Just send your name and address to the J. B. Williams Co., Dept. LG-17 Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

*Everett O. Hubbard*  
PRESIDENT

*Styled to a... Man's Taste*

AMERICA'S  
BEST-DRESSED  
WORKERS WEAR

**LION-BILT**  
WORK UNIFORMS

America's Better Stores Sell Them  
Styled to a man's taste Nationally Famous Fabrics . . . correctly tailored and sturdily built for long, hard service. LION-BILT Uniforms are specially designed for fine appearance. Ask for them at leading stores everywhere.

**WON** UNIFORM CO.  
Dayton, Ohio



## *Are YOU interested in your family's health?*

Then don't waste good money on wilted, dried out, vitamin-starved vegetables!

In a nation-wide research program, participated in by the Biochemistry Departments of fourteen leading universities, startling new facts have recently been established!

It has been proved that most of our favorite vegetables lose precious vitamins at an alarming rate while in the store—unless they are constantly protected with ice.

Spinach, for example, loses nearly half its health-giving vitamin C in 8 hours unless iced—and lettuce 22 per cent! Celery loses 25 per cent in 12 hours—green beans, 25 per cent in 18 hours—asparagus, 22 per cent in 12 hours—peas, 33 per cent in 21 hours.

Up-to-date grocers are not permitting these shocking losses. They bed their vegetables in pure,

sparkling crushed ice, keeping them garden-fresh and vitamin-rich—crisp, delicious and fully nutritious.

For the sake of your family's health, patronize stores that give produce the modern, scientific protection of ice.

**FREE!** Drop a postcard today for your copy of "Nature's Treasury of Health"—it will help you plan vitamin-rich meals.

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1706 L Street, N. W., Washington 6, D. C.

# *ICE Protects Foods from Farm to Table!*





# On a Pedestal

WHETHER you describe it as "on a pedestal"...or "in a class by itself" ...or "the one and only"...what you really mean is this: There is no true rival to the matchless pre-war quality of 7 Crown—Seagram's finest American whiskey.

**Seagram's Seven Crown**  
SEAGRAM'S FINEST AMERICAN WHISKEY

Say **Seagram's** and be Sure ...of Pre-War Quality

BLENDED WHISKEY Seagram's 7 Crown. 65% Grain Neutral Spirits. 86.8 Proof. Seagram-Distillers Corporation, Chrysler Building, New York



NO BIGGER THAN A SQUIRREL, THIS SAUCER-EYED TARSIER, NOW IN WASHINGTON ZOO, CAN CONSUME IN A DAY 10 LIZARDS LIKE THE ONE HE HAS BY THE NECK

## THE TERRIBLE TARSIER

A miniature monster from the Philippines arrives in the U.S.

The terrible little tarsier, which sleeps by day and pounces from treetops at night on lizards and insects in the Philippine jungles, is now in captivity and on public display for the first time in U.S. history. He and 30 of his goggle-eyed fellows, who average 3 ounces each, were trapped in southern Mindanao and transported by plane to the Washington, D.C. and Bronx zoos by Charles Wharton, a 23-year-old medical corps lieutenant who took his Army discharge in the Philippine Islands in order to go tarsier-hunting. In captivity, as in his native jungle, this predatory little mammal, whom science classes as a common ancestor of both ape and man, bats his big, vacant eyes, spreads his prehensile toes and leaps like a kangaroo on his prey. "The tarsier is a savage, carnivorous beast," says young Zoologist Wharton. "It is perhaps fortunate that he is as small as he is."

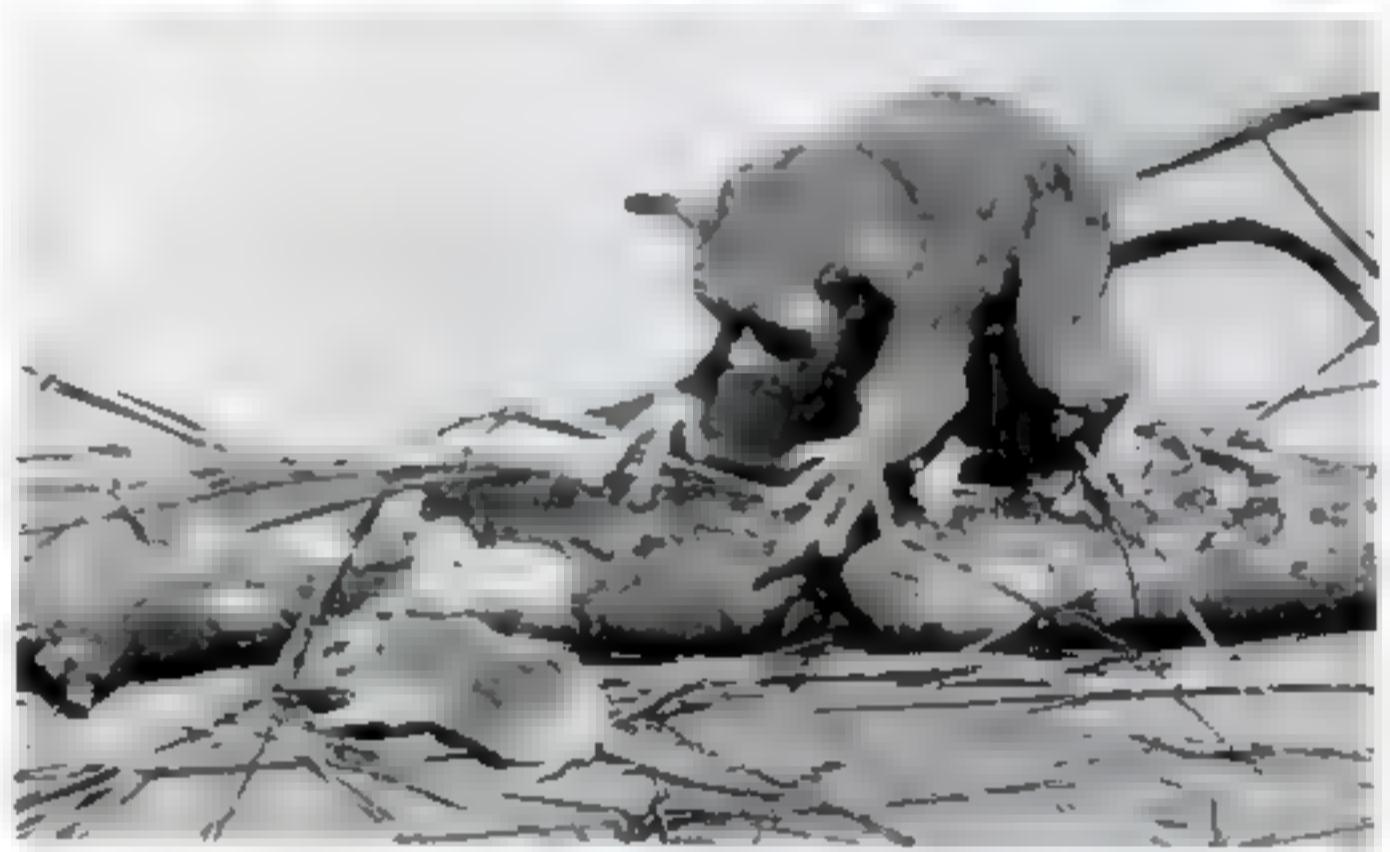


ONE EYE SHUT, HE CHEWS OFF HEAD



LIZARD'S TAIL IS LAST TO GO DOWN

## Tarsier CONTINUED



**DEATH OF A MOUSE** at the hands of a tarsier is shown in this nightmarish, split-second sequence. Tarsier always pounces from a quiet, disarmingrouch.



**GLOVED HAND** is necessary protection against the tarsier's sharp claws and sharper teeth for Zoologist Wharton, who brought specimens from Philippines.

# False Teeth?

DON'T RISK A "BRUSH-OFF"

You can't  
Brush Off  
Denture  
Breath

Soak your plate or bridge in Polident to keep it hygienically clean, odor-free



MOST DENTISTS agree that brushing cannot cure the unpleasant offense known as DENTURE BREATH.

To keep dental plates clean, pure, free of tell-tale odors, more dentists recommend Polident than any other denture cleanser. Gentle, easy soaking in a solution of Polident and water every day is a safe, sure way to avoid DENTURE BREATH—and to keep your false teeth sparkling bright with their original natural look.

Buy an economical can of Polident, world's largest selling denture cleanser, 30¢ and 60¢.

Use **POLIDENT** Daily

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

LOOSE  
FALSE  
TEETH?

Amazing New Cream  
Holds Tighter, Longer  
than anything you ever tried  
or double your money back

**POLI-GRIP**  
Made and Guaranteed by  
**POLIDENT**

THE COMPLETELY AUTOMATIC

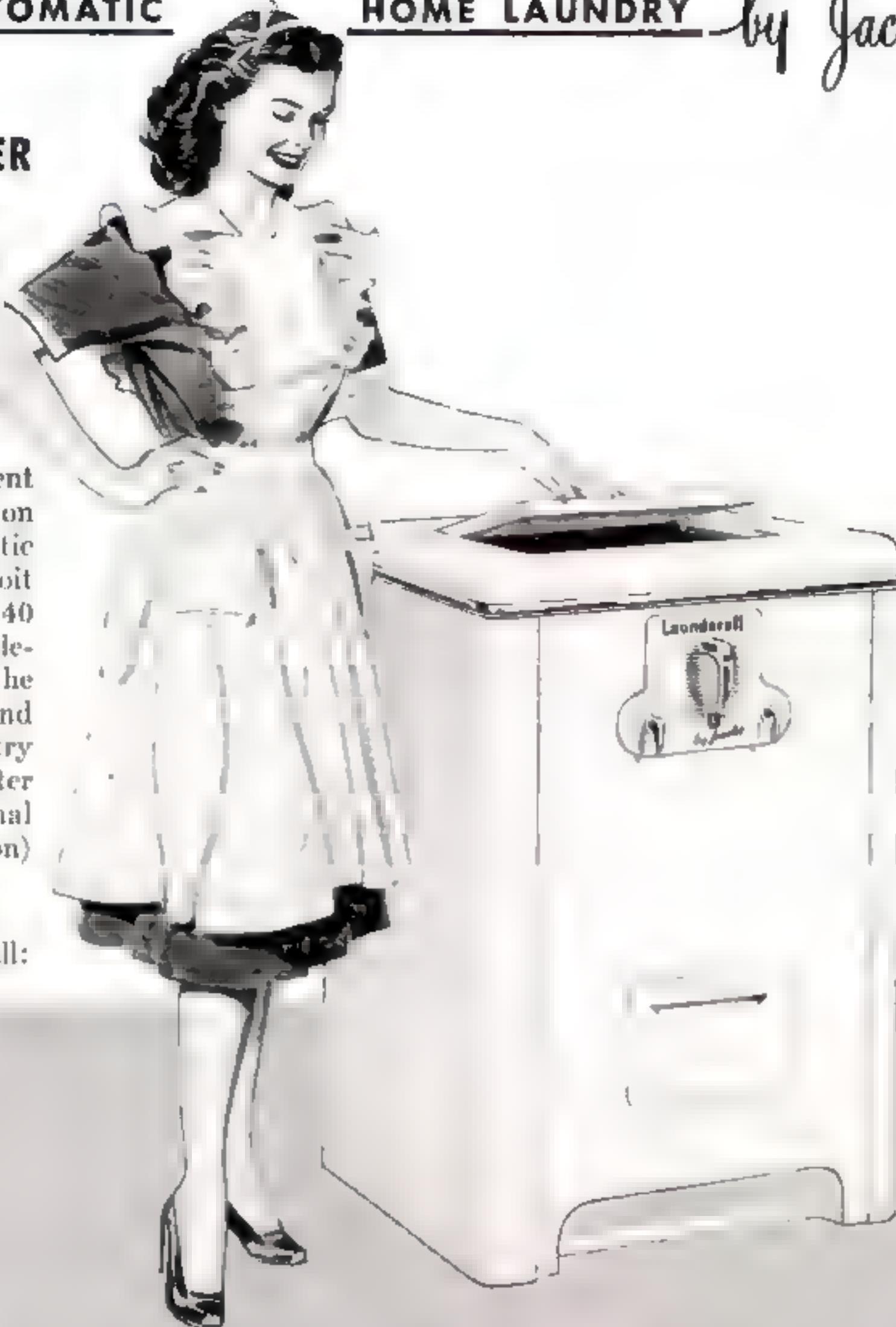
HOME LAUNDRY

by Jacobs 

\*TESTS WITH TWO OTHER  
AUTOMATIC WASHERS  
BACK UP OUR CLAIM  
**LAUNDERALL  
DOES A BETTER JOB.**

Shown below are the results of recent tests made in our Laboratory on Launderall and two other automatic washers and certified by The Detroit Testing Laboratory—for over 40 years the leading commercial independent testing laboratory for the automobile industry. Materials and procedures recognized by industry practice were used at all times. Water of 6 to 8 grain hardness (national average according to population) was employed.

\*These tests indicate that Launderall:



**No Other Washer Has All  
These Features**

**\* MORE THOROUGH WASHING**  
With Re-Verso-Kel washing action

**\* NO BENDING OR STOOPING**  
Top-Fill-Door is waist high

**\* GREATER SAFETY**  
Soft-Latch protects careless hands

**\* DAMP-DRIES—DRIPLESS**  
Roto-Drier damp-dries clothes ready for the line

**\* SCIENTIFICALLY TIMED CYCLES**  
Hydro-Pal Drive takes guesswork out of washing

Nationally distributed through  
6,000 carefully selected dealers.

\* **WASHED 28 TO 41% CLEANER!**  
**USED 18 TO 27% LESS SOAP...**  
**17 TO 27% LESS HOT WATER!**

BETTER BUILT TO DO

A BETTER JOB

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Plants in Detroit, Grand Rapids, Traverse City, Holly and Manistee, Mich.; Indianapolis, Ind., and Danville, Ill.  
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HOW RAIN COMES to Southwest is shown here in a sketch by Artist Hurd. Moist winds roll in from

the Pacific Ocean and cross hot deserts. When they hit the inland mountains they are forced upward.

In rising they cool and the moisture that they carry is condensed into clouds which break and form rain.



PETER HURD has lived in the southwest all his life. He now lives on a ranch near Roswell, N. Mex.

# WATER IN THE SOUTHWEST

**By saving every drop ranchers are turning their dusty deserts into green farmland**

Ever since men first settled in the southwestern U.S. they have had a bitter need for water. The desert Indians danced to rain gods and dug primitive ditches but shriveled to dust together with their crops when no rain fell. Early ranchers killed each other for water. Even today the struggle goes on, although dams and irrigation projects are now slowly bringing green into the long-dead land.

The struggle is familiar to Artist Peter Hurd,

who painted these pictures. Hurd grew up on a New Mexico ranch and has himself seen the gradual release of sections of his state from the grip of the desert. As irrigation ditches have crawled into the valleys, crops, brush and trees have followed them, holding more and more water in the soil and encouraging the growth of more greenery. New Mexico's average rainfall is still only 15 inches a year, but farmers save every drop they can and use it over again.



**MAN-MADE OASIS** in the desert is tall windmill's water tank used by cattle as a drinking trough and by ranch boys as a swimming hole. On this hot day no breeze turns the idle windmill. But one is blowing up in the background, pushing along

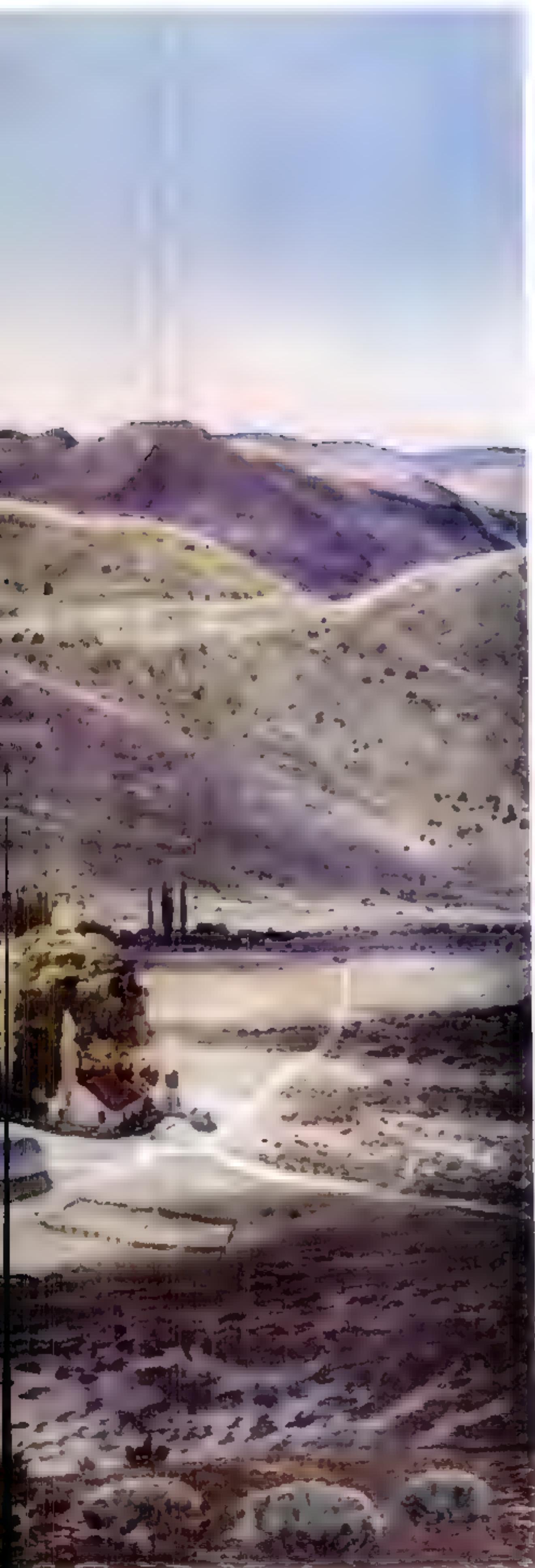
a giant rain cloud. The cloud will cross the desert without dropping rain, but when it hits cold air above the inland mountains it will burst, sending its water seeping underground back to the plains where this windmill and its deep well will tap it.

## DESERT WATER CONTINUED



**IRRIGATION DITCH,** flanked by straight poplar trees, carries water from the river to the fields of the Bar-X Ranch in New Mexico. On the watered field the rye grows high at 15 feet. Last year's 1,295-lb. loaf of bread cost \$1.10.

distributors make sure each rancher gets his fair share of the water. Each rancher buys with his land the right to enough water to cover his land. The water goes to the rancher and he can sell water for whatever price he wants.



**CLOUDBurst** (left) sweeps its narrow column across floor of desert wash (above). These sporadic rainstorms help little because they travel too fast for the water to soak into the parched ground. Most of the rain water trickles through crushed gullies (below) and is soon lost by evaporation.



**MIRAGES** are persistent on the plains. The giant mirage (below) is seen at the same spot 8 miles west of Roswell, N. Mex., in all seasons of the year. It looks like a pool of water against the horizon but it is really a reflection of the sky on layers of air which are heated by sunbaked sand.



**RIVERBANK FARM** yields bumper crops in New Mexico for its owner, Carl Rediff, a county farm agent. Shown here is part of the Hondo River whose water has been slowed and the level raised by a series of dams in bed of the river.

it off. The water is then diverted over flat cultivated terra cotta *(foreground)*. This process, widely known as bench terracing, keeps the cultivated land from flooding, also drains excess water back into river so the water can be used by other farmers.



## "I've brought ten quarts of tuition, Mr. Gianopli!"

Mr. Gianopli? He was the schoolmaster in St. Augustine, Fla., in 1811. America's oldest wooden schoolhouse in which he taught is still there. And among his neatly penned records is a receipt which shows he accepted milk for tuition from pupil William Lawrence.

Nobody knows whether Mr. Gianopli considered he was well paid. But he probably didn't realize how much nutritional wealth he got in the milk.

Folks have come a long way since then in their knowledge of what's good to eat — and why. Today we'd much rather have our school children drink the milk as part of a good noon-day lunch than barter it for their education!

Here at National Dairy, we're deeply interested in nutrition progress because we help supply a lot of the milk and milk products like butter, cheese, and ice cream people in the U. S. eat every day. And our own laboratories have contributed to that progress. They've improved on the processing and keeping qualities of many foods. And they've found ways to give well-known foods new variety, make them more tasty and more useful in everyday meals.

A fuller understanding of milk, *nature's most nearly perfect food*, is one big reason why Americans are better fed than people anywhere else in the world.

*Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.*



*These brands assure you of highest quality*

**NATIONAL DAIRY  
PRODUCTS CORPORATION**

Air Step

795 to 9<sup>95</sup>

THE SHOE WITH THE  
YOUTHFUL FEEL

The new covered look, the new softly simple  
look, in Air Step black suede. For youthful feel.  
the gentle cushion of the Magic Sole. Air Step  
Division, Brown Shoe Company, St. Louis.





WATCHING THROUGH AN X-RAY FLUOROSCOPE, DOCTORS AT BELLEVUE HOSPITAL FEED VENOUS CATHETER INTO PATIENT'S HEART THROUGH LEFT ARM (RIGHT)

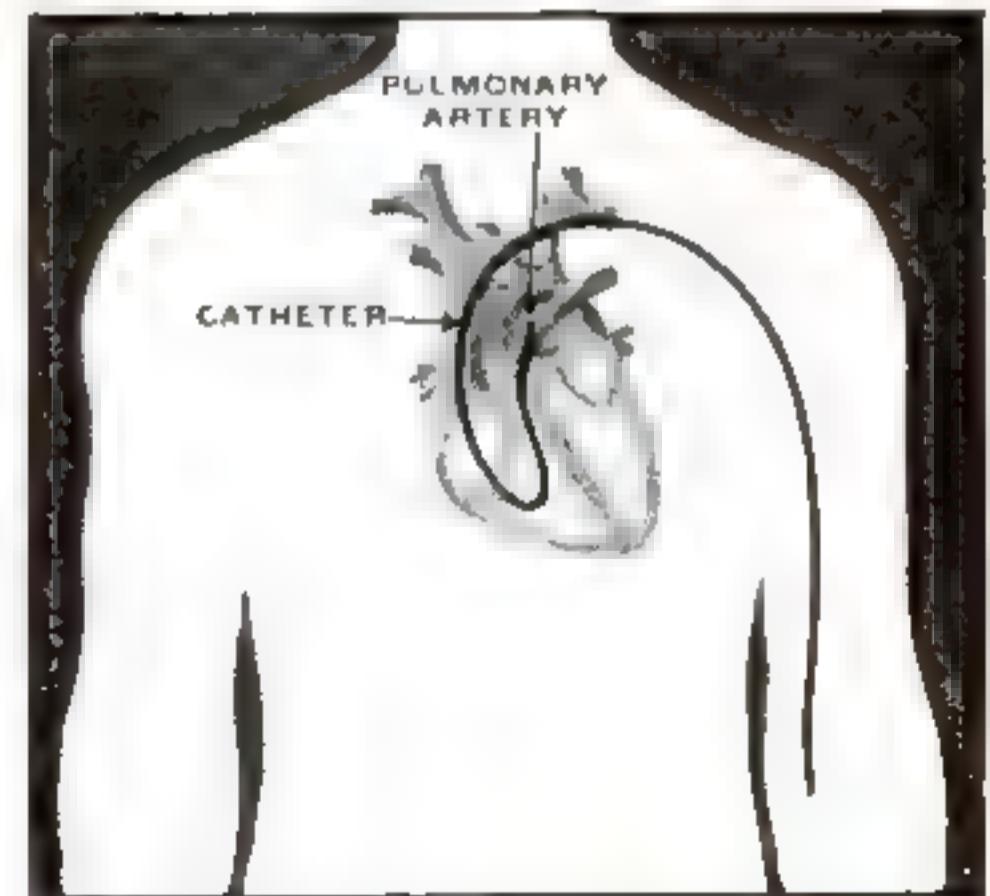
## TUBE INTO THE HEART

**Venous catheter is pushed up through an arm vein to get blood samples**

The venous catheter is a long thin tube which can be pushed up an arm vein, past the shoulder and into the heart. At New York's Bellevue Hospital a group of doctors from Columbia and New York Universities have perfected this painful-looking but painless operation to solve a difficult clinical problem. Because the blood which flows through the heart has a different content of oxygen from blood in the veins of the arms and legs, a sample of blood from the heart is necessary for accurate diagnosis in some diseases of the circula-

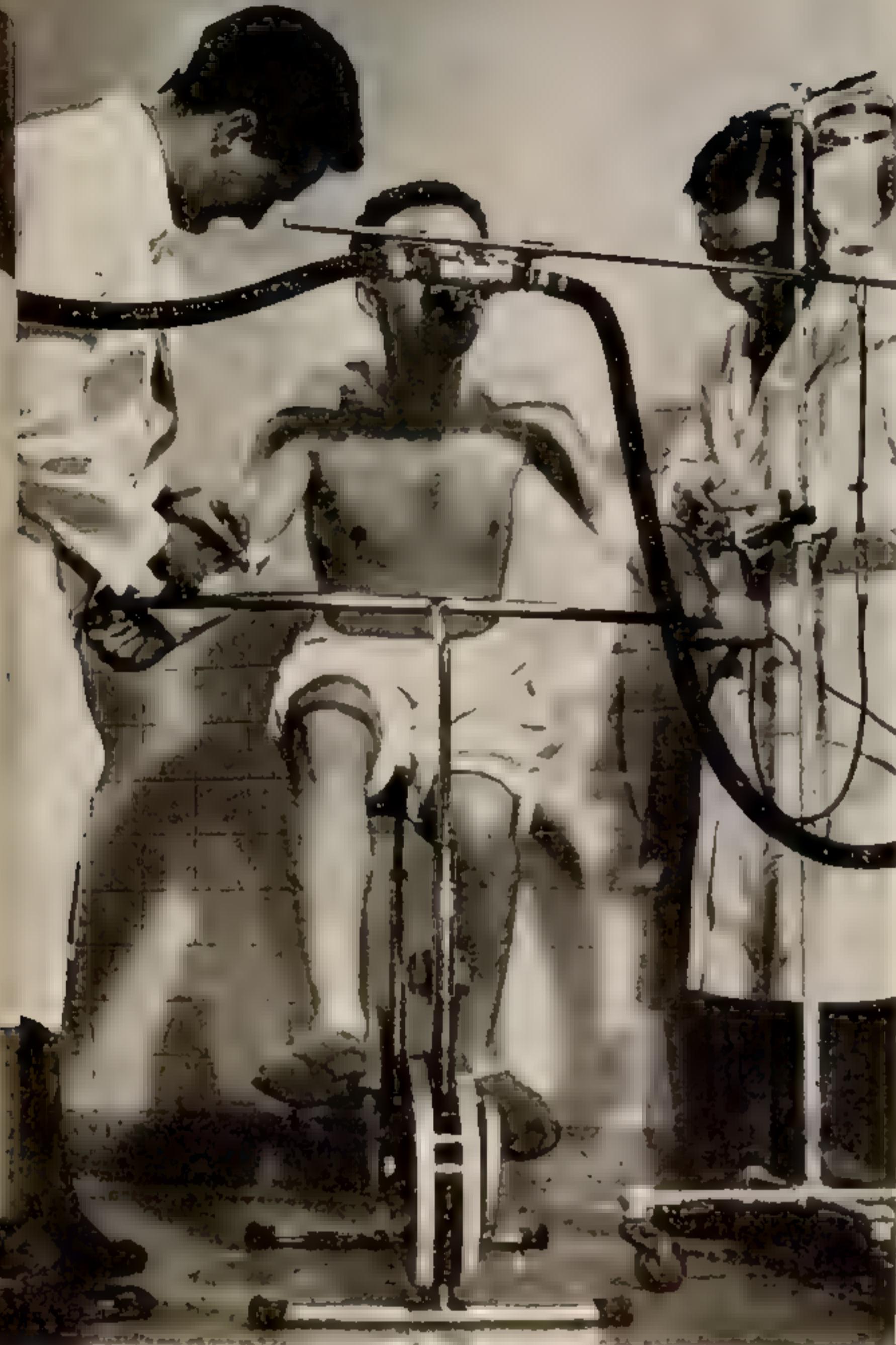
tory system. With the venous catheter in place, blood can be safely drawn from inside the heart.

Although the catheter is used most often in sampling blood from the heart, it can also be employed to probe the interior of other organs. By pushing it even farther than the heart, doctors can take blood from the kidneys, the liver and the brain. Analyzing these samples not only helps in the diagnosis of disease but also yields rare information about the normal workings of organs which cannot otherwise be explored while the subject is alive.

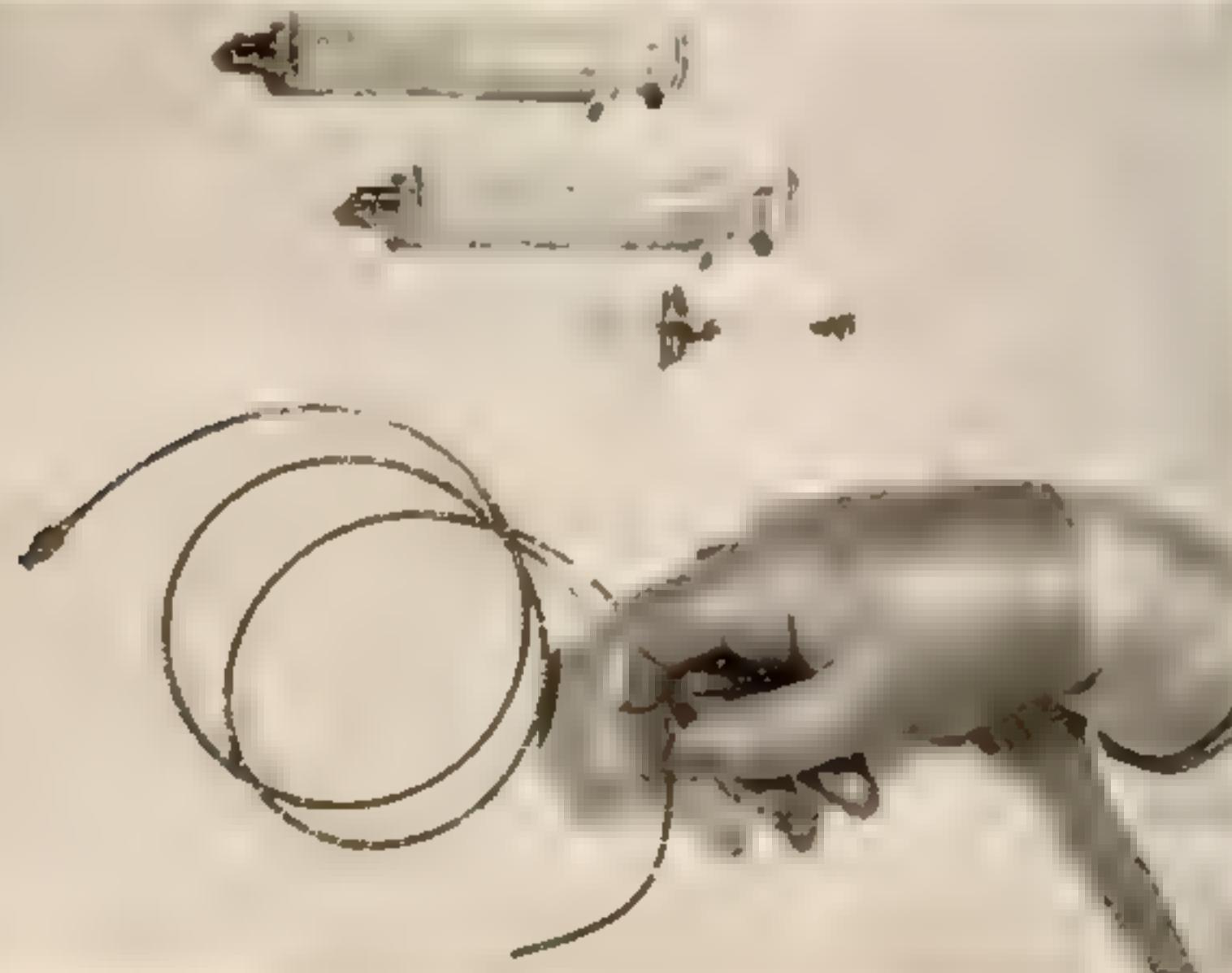


PATH OF CATHETER in photograph at top follows vein through right side of heart into pulmonary artery. Process is painless because veins have no sensory nerves.

## Tube into the Heart CONTINUED



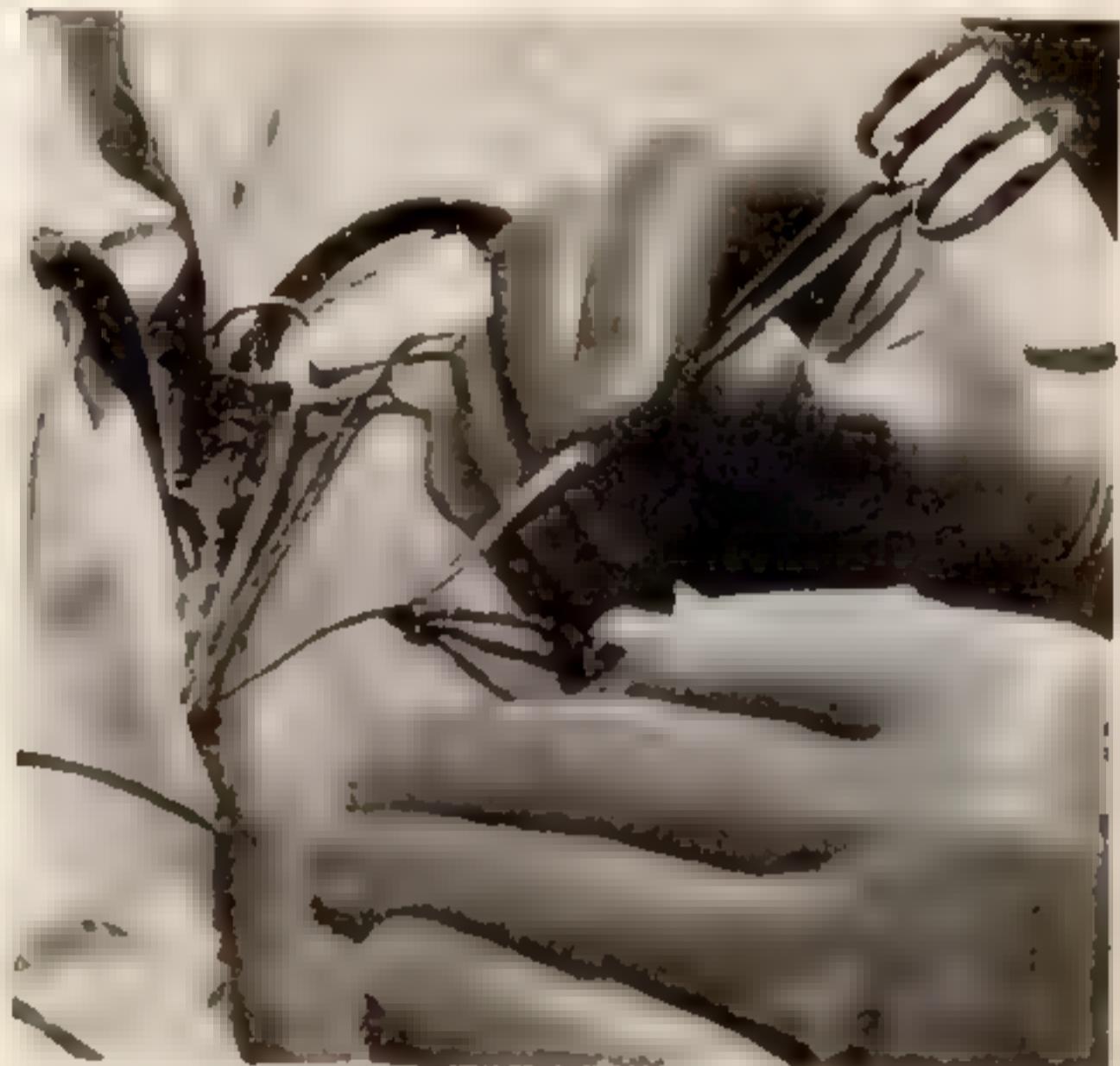
**WITH CATHETER IN HIS HEART**, subject exercises strenuously—on a bicycle. Doctors take samples from artery (left) and catheter (right) to compare the two kinds of blood during exercise.



**TOOLS OF CATHETERIZATION** are smoothly coated nylon catheter (bottom) and syringes (top). Needle in center is used to take blood from an artery to compare with blood from the heart.



**VEIN IS LIFTED** out of incision in the subject's arm before inserting the catheter. Opening for the catheter is made by cutting across the vein.



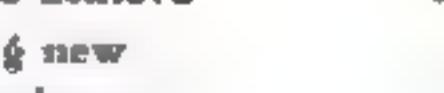
**CATHETER GOES IN** through arm vein. As it is pushed toward the heart, salt solution is fed into it to keep blood from clotting in catheter.



**BLOOD FROM THE HEART** is finally obtained by a syringe attached to the catheter. About 100 cc. of blood is removed during each operation.



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that thrills men!



Your hair can be your most intriguing charm—when you know this special secret of shining *natural* hair beauty. For whether your hair is honey blonde or raven black, sunny brown or fiery red—whether it's straight or curly—it's your natural hair *appeal* that wins the eyes of men. And more and more women of all ages are discovering that Lustre-Creme Shampoo is the winning secret of True Hair Loveliness! Not a soap, not a liquid, Lustre Creme Shampoo is an amazing new dainty *cream* that whips up luxurious lather like magic in hard or soft water—sweeps dullness away—and in its place leaves hair heavenly soft, shining, delightfully obedient. Out of her wealth of cosmetic lore, Kay Daumit combined gentle lanolin with special secret ingredients to achieve this almost-magic new cream that offers your hair a stunning new sheen and finish. Let *your* hair be your most intriguing charm. Discover what true hair loveliness one jar of Lustre Creme Shampoo can bring. At all cosmetic counters.

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Four Ounces, \$1.00;  
Family 1 lb., \$3.50;  
also 20¢ and 55¢ sizes.

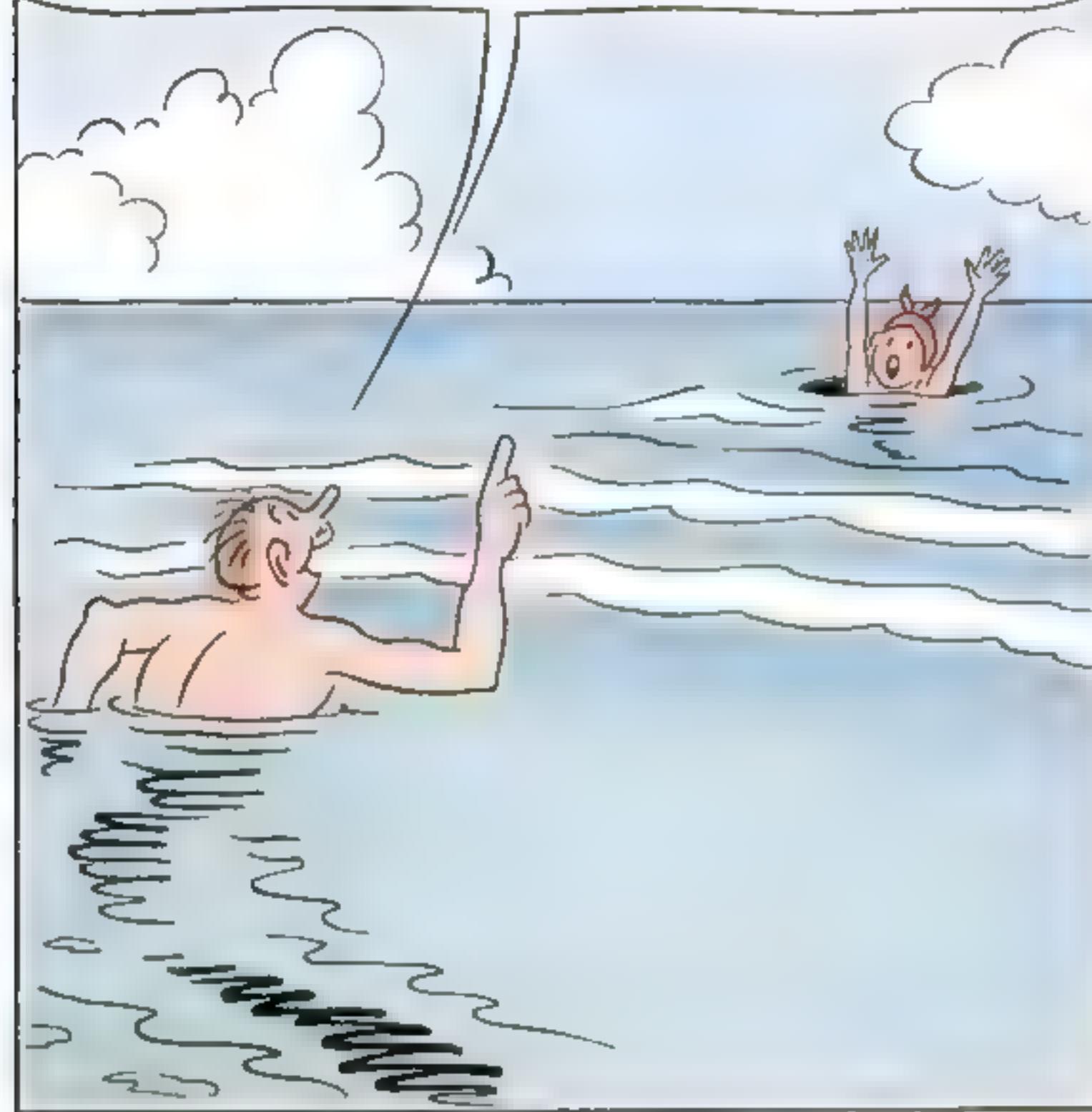
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for fine hair  
loveliness

Lustre-Creme Shampoo

Kay Daumit, Inc. (Successor), 919 N. Michigan Ave., Chicago, Ill.

Sing to the tune of the Pepsi-Cola jingle.

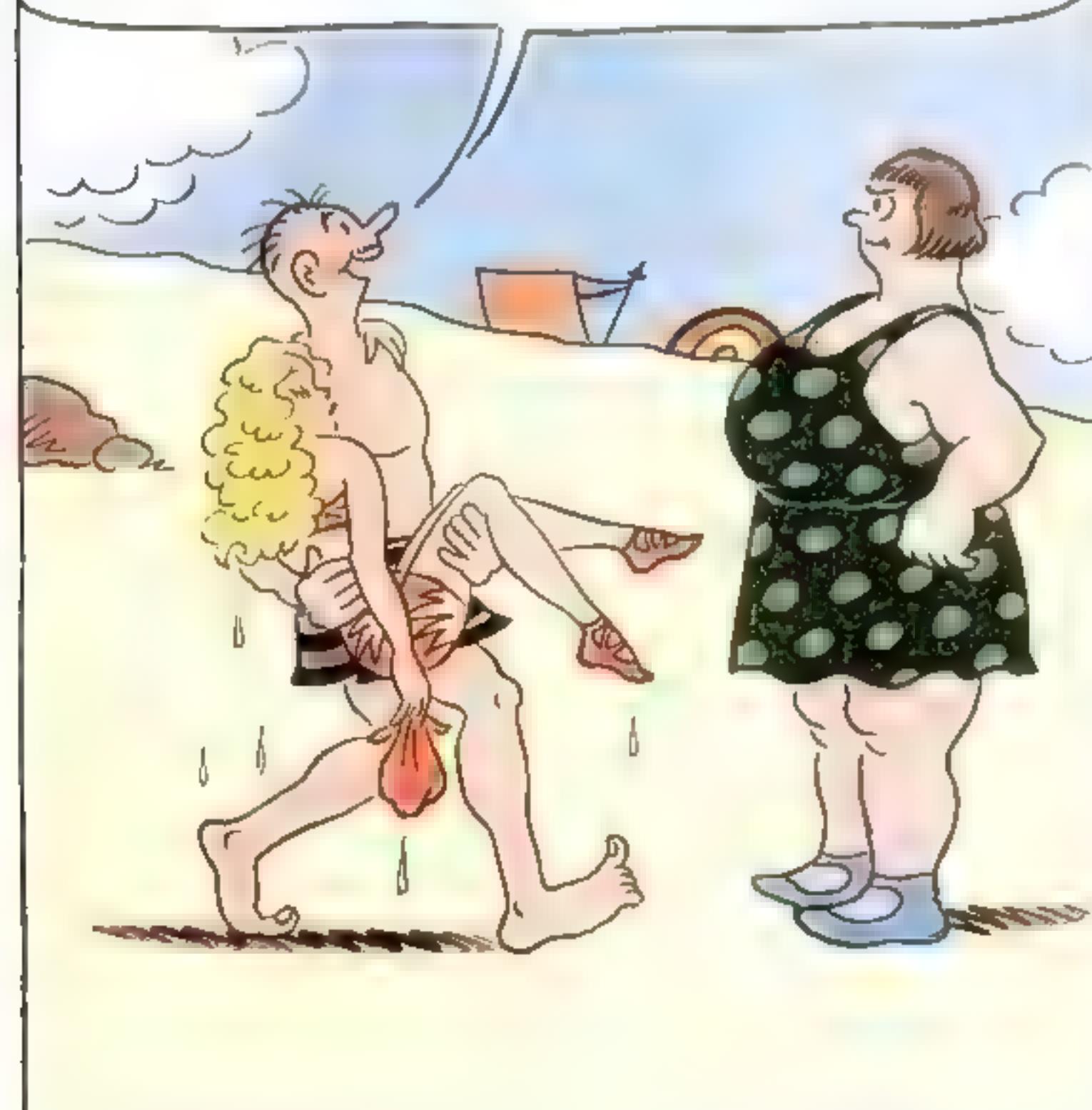
I'LL SAVE YOU, MADAM, HAVE  
NO FEAR!



I'M GLAD A BRAVE, STRONG MAN  
WAS NEAR!



SHE'S SOMEONE I JUST RESCUED,  
DEAR---



**PEPSI-COLA IS THE DRINK  
FOR YOU!**





MAIN HOUSE AT CHARLES BLYTH'S STRAWBERRY HILL LOOKS OVER FORMAL GARDEN. CONTAINS PAINTINGS BY RAEBURN AND LAWRENCE

# The Peninsula

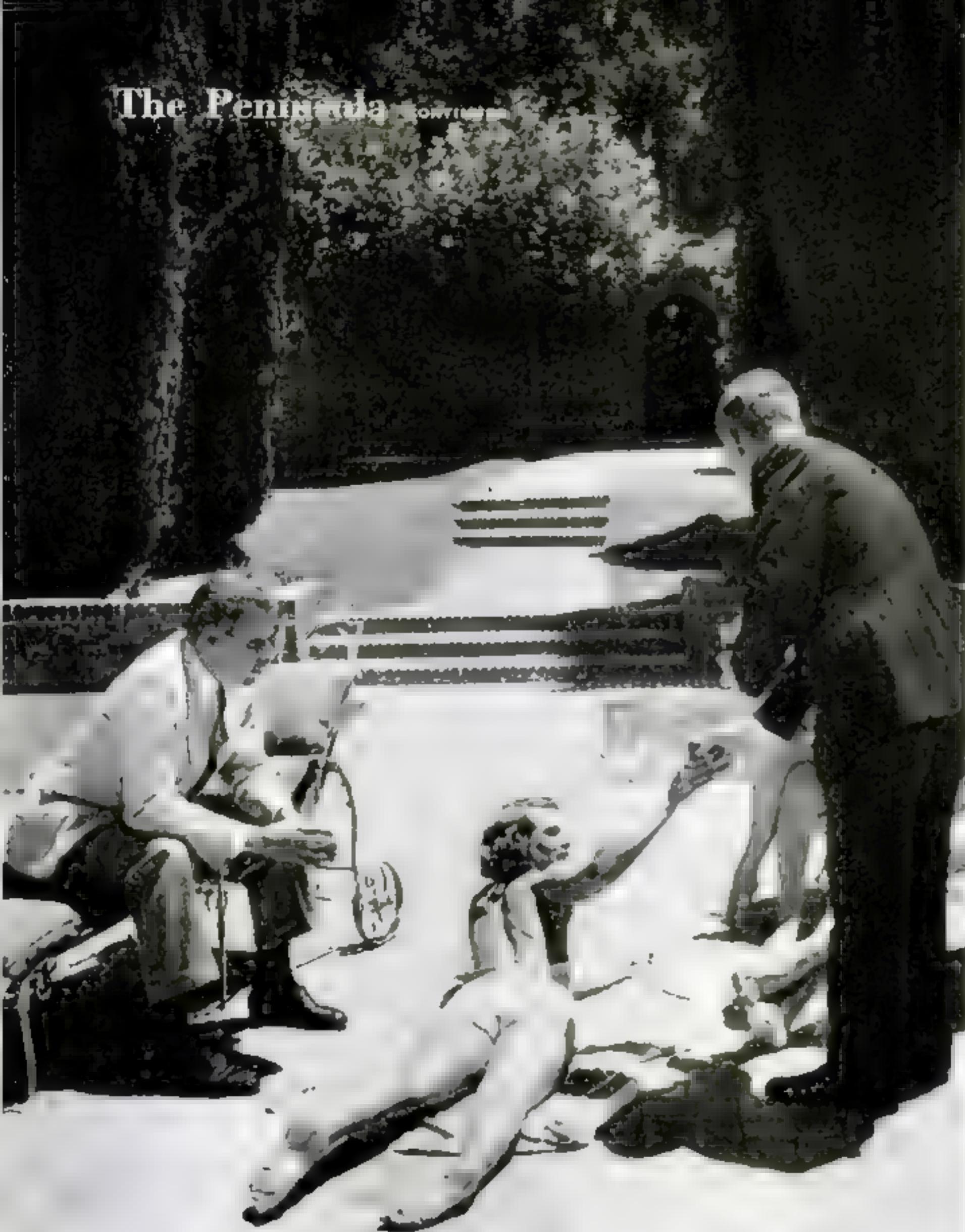
## It is the playground of San Francisco society

South from San Francisco the California hills stretch in a long spine, flanked by the Pacific on one side, San Francisco Bay on the other. This is the Peninsula—at its northern tip is the city, at its southern base 50 miles away are the ranches and orchards of the Santa Clara Valley. Between, the brown hills are dotted with green oases—enormous estates with wide lawns, towering trees and formal gardens. As New York families like the Vanderbilts and the Morgans go to the North Shore of Long Island and wealthy Chicagoans to Lake For-

est, San Francisco society escapes to the Peninsula.

The movement to the Peninsula started after the Civil War when Financier William C. Ralston built himself a fabulous house with accommodations for 130 guests near the farming village of Belmont. Every day relays of fast trotters sped him back and forth to San Francisco. One by one, other men who had made millions almost overnight—builders of the Central Pacific Railroad, bonanza kings who backed the Comstock Lode, shippers, sugar dealers and merchants—followed him to the Penin-

sula. They built huge houses, filled them with gilt furniture, imported crystal from Paris and artists from Europe. They entertained elaborately. Today their descendants still live on the Peninsula, and names like Flood (mining), Crocker (banking), Clark (copper), Matson (shipping) and Spreckels (sugar) still dominate its social life. Mixed with them are the names of a newer generation of millionaires, like Neylan (law), Cameron (publishing) and Blyth (investment banking), whose lovely estate, Strawberry Hill, is shown at the top of this page.



DEBUTANTE SIMONE HOTALING GETS DRINK FROM BUTLER AT FILoli POOL.



LITTLE MISS HOTALING BOUNCES ON FILoli SPRINGBOARD

## Pools Every big estate has one

West of the Peninsula the ocean is cold and the tide treacherous. To the east the tidal flats of San Francisco Bay are mudflats and shallow. So almost everyone has a swimming pool. In summer groups of young San Franciscans gather at William P. Rorke's estate Filoli (*above and right*) and Charles R. Blyth's Strawberry Hill (*below and opposite page*). Here, around the pools, crystal fountains and fountains ring with formal lunches and cocktail parties or just lie in the sun and loaf. In the evenings they gather for barbecues cooked over charcoal grills. Filoli's pool is temperature-regulated and the pool at Strawberry Hill is having a system installed. Blyth, who is an investment banker and member of the San Francisco Stock Exchange, is a first-generation Californian. He came west in 1914, bought Strawberry Hill 12 years ago.



HOUSE GUEST lounges by Blyth's pool while Max, the family dachshund, sits mournfully in the spot of shade. The guest is Michael Minchin, a senior at Stanford University.

and friend of Blyth's son Charles. Most of the people at the pools are neighbors from the Peninsula. A few drop down from the city for a weekend or an afternoon swim.



**IN THE POOL** at Strawberry Hill swimmers float on rafts and watch Robert Henderson, a Crocker great-grandson. He's trying to dive through a rubber ring thrown by Richard

Ernst, a San Francisco attorney. In the raft in foreground is Charles Howland Russell, another Crocker relative. He is talking to another guest, Mrs. Robert Homans of New York.



DOWN THE YEW WALK bordering the Filoli pool stroll Simone Hotaling and Carl Hoag Jr. Another view

walk quarter-mile long runs through center of formal gardens. Still other gardens grow vegetables and flowers.



FILOLI HOUSE IS RED BRICK IN GEORGIAN

## Estates

**Filoli is show place  
of whole Peninsula**



THE BALLROOM has murals by Artist Ernest Pericot. Here houseman dusts trunk. Crystal chandeliers hang



THE HOUSE OF THE DUKE OF MANCHESTER IS IN THE VERSAILLES

In the '90s England's Duke of Manchester, unaware that splendid houses were a Peninsula tradition, showed up at a reception carefully dressed in lumberjack clothes. He was totally unprepared for the glittering ballroom and elegant ladies. Today's Peninsula houses are equally splendid, and Filoli (shown on these pages) is the show place of them all. Filoli (pronounced "fee-lowly," a combination of fidelity, love and life) is owned by William P. Roth, board chairman of Matson Lines, whose father-in-law skippered ships to Hawaii, built up today's Matson empire.



in Versailles during the World War I Peace Conference. The room is used for debuts, dances and buffet dinners.



THE MAIN HALL of Filoli, seen from the ballroom, is cool and formal. Through the delicate Georgian doorway

at the rear is the library. The glass bowl on the hall table is one of 30 filled daily with flowers from the gardens.

## The Peninsula CONTINUED



**SPRECKELS ESTATE.** with hundreds of feet of precisely clipped hedges around the swimming pool, belongs to Mrs. Dorothy Spreckels, granddaughter of Claus Spreckels.

who came to California and started the Hawaiian sugar industry in those days. This summer the estate is rented to Mrs. Lewis Lapham, mother of San Francisco's mayor.



**SIX GARDENERS,** whose average length of service is 44 years, take care of New Place, the family estate of Mrs. Henry Potter Russell. In the 1860s her grandfather, Charles

Crocker, a dealer in calico, silk natties and larnets, had the sole right to back the Central Pacific Railroad, became one of railroading's "big four" and made a huge fortune.



THE GYMKHANA CLUB at San Mateo is the gathering place for the Peninsula's borsy set. Here Judges Newton Liggett (*left*) and Kent Weaver sit amidst the trophies

they will award at the club's annual horse show. Another famous meeting place is the Menlo Circus Club at Atherton, where the younger people ride, swim, drink and dance.



ATTORNEY JOHN FRANCIS NEYLAN PLAYS WITH HIS GRANDSONS' SET OF ELECTRIC TRAINS

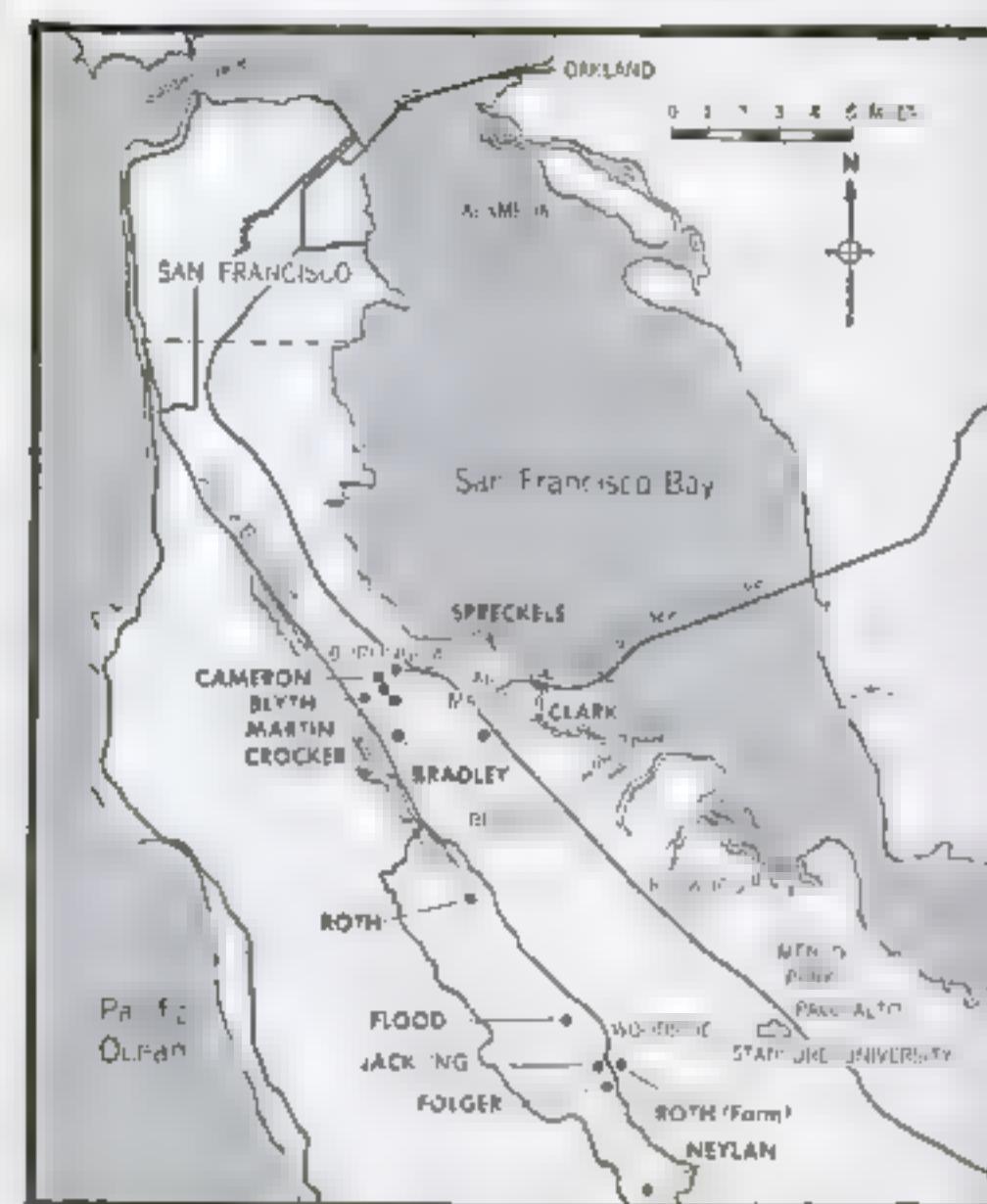


MRS. HENRY POTTER RUSSELL sits under a portrait of her mother, Mrs. W. H. Crocker, in New Place.



MRS. W. P. ROTH, born Lurline Matson, stands in lavender field. Matson Lines' *Lurline* was named for her.

## The Peninsula CONTINUED



MAP SHOWS THE ESTATES AND HIGHWAYS

# People

## They are rich, busy and love the places

The people shown here and some 400 like them constitute Peninsula society. Some of them have elec-

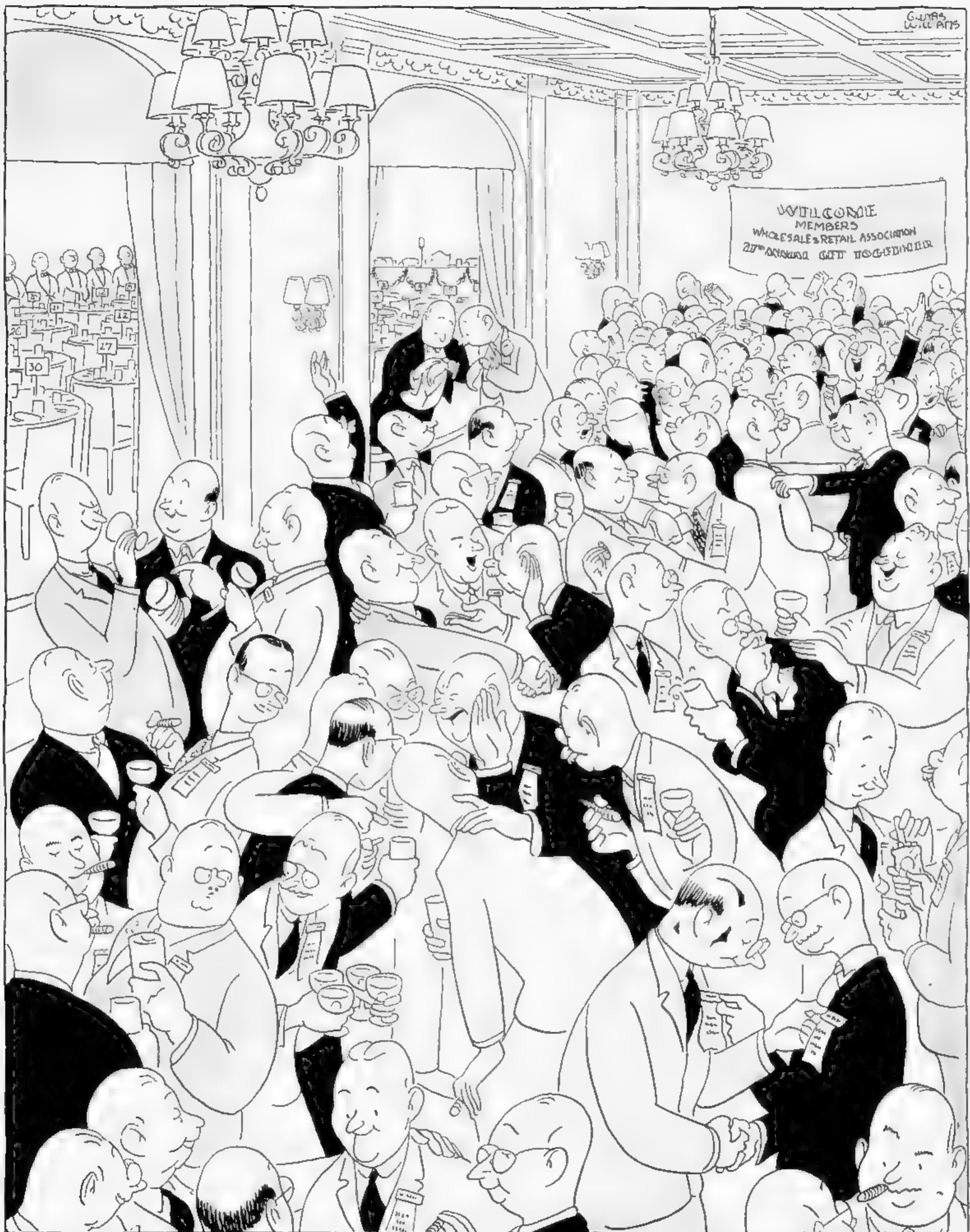
tric houses in town, but many live on the Peninsula all year round. Every morning and evening their sleek cars travel the highways (*above*), carrying them back and forth to San Francisco to work. In recent years people of less means than the Neylans (*left*), who own a 1,600-acre ranch or the Floods (*top, past page*) have built or bought sizeable residential developments. But mansion-dwellers or small home-owners—they all agree that they would rather live on the Peninsula than anywhere else in the world.



GEORGE CAMERON, publisher of the San Francisco *Chronicle*, poses with wife's harps at Rosecourt, his home.



On his Peninsula farm James Flood,  
the grandson of Bonanza millionaire,  
sits by the pond with his wife Betty



"THE INNUMERABLE CLUBS, professional organizations and conventions in America are designed to obvi-

ate the "gnawing doubts that one is not a success," says Mr. Gorer. Popularity in the U.S. requires little "beyond

the use of first names, the joke and the slap on the back." This phenomenon is illustrated here by Guy Williams.

# THE AMERICAN CHARACTER

A British scholar observes that babies are run by the clock, small boys are encouraged to raid orchards and youth is the only reason for living. Result: Madam Chairman reigns supreme and father never knows best

by GEOFFREY GORER

JUST before the landing on Sicily was made, the late General Patton had a message circulated to his troops to raise their morale and impress on them the significance of the occasion. This message read in part:

"When we land, we will meet German and Italian soldiers whom it is our honor and privilege to attack and destroy.

"Many of you have in your veins German and Italian blood, but remember that these ancestors of yours so loved freedom that they gave up home and country to cross the ocean in search of liberty. The ancestors of the people we shall kill lacked the courage to make such a sacrifice and continued as slaves."

The public style of the late general was unusually flamboyant. But these three sentences have condensed epigrammatically a great number of psychologically significant truths about Americans: ". . . These ancestors of yours . . . gave up home and country. . . ." Whatever the overriding motive which had driven them across the ocean, what is significant is that most of the ancestors of most of the men under General Patton's command had come from Europe, had given up home and country, had rejected the values and traditions in which they had been reared and had seen their children grow up to accept quite different values and traditions from their own and to scorn and reject the European habits and ways of thinking the immigrants had retained.

The more successful the immigrant father was in turning his children into Americans, so that they had no other allegiances or values, the less important did he himself become as a model and guide. The mother retained emotional importance as a source of love and food and succor; but to grow up to be like the father, to do no better than he had done, to be the same sort of person he was would be failure indeed and would be so regarded by the father as much as by the son.

It is this break of continuity between the immigrants of the first generation and their children which is to my mind of major importance in the development of the modern American character. It gave rise to what might be called, by analogy with genetics, the American mutation. The making of an American demanded that the father should be rejected both as a model and as a source of authority. Father never knew best. And once the mutation was established, it was maintained. No matter how many generations separate an American from his immigrant ancestors, he rejects his father as authority and exemplar and expects his sons to reject him.

The typical American attitude toward author-

Britain's Geoffrey Gorer, a "cultural anthropologist," has studied everything from African voodoo dancing to the Lepshas of Sikkim. During the war he wrote an analysis of the Japanese character which the British government found exceptionally useful and prophetic. Since then Mr. Gorer has been studying the U.S., visiting all but two of the 48 states while working on projects for the Rockefeller Institute and Yale University's Institute of Human Relations. This article is taken from his forthcoming book, *The Americans, A Study in Character*. Like his Japanese study, *The Americans* is based upon what Mr. Gorer describes as a combination of "psychoanalysis" and "field work."

ity follows from this rejection of the father. Authority is inherently bad and dangerous; the survival and growth of the state make it inevitable that some individuals must be endowed with authority, but this authority must be as circumscribed and limited as legal ingenuity can devise; and the holders of these positions should be under constant scrutiny, should be watched as potential enemies.

The implications of this attitude are manifold and reach into nearly every sphere of American life. Thus the least respected and most suspect professions are those which, by their nature, involve the exercise of authority over other people—politics, for example. Politicians are not suspect if it is believed that they have gone into politics for their own personal advantage, to make money or to improve their position. This is considered normal and understandable, a business on the edge of legality, similar to bookmaking or selling liquor in a dry state.

A person who goes in for a political career out of a sense of public duty, however, is deeply suspect. He is perhaps secretly lustfully after authority, and the greatest vigilance must be exercised to see that he does not gratify this sinful craving. It was, I feel sure, this moral attitude which lay behind the almost pathological hatred felt for the late President Roosevelt and his family by so many of the most respected and respectable Americans. By the less assimilated and less assured groups in the population he was loved like a father and felt to be a protective, benevolent authority. The remainder saw only the authority and the fact that Roosevelt obvi-

ously did not dislike his position, and consequently, whatever he did or omitted to do, he was felt to be a menace.

Because of the possibility that power, especially great power, may be transformed into authority, it is imperative for those in positions of great power to manifest in their persons the absence of authority or even the desire for authority. They must be conspicuously plain citizens, with the interests and mannerisms of their fellows. Whatever their private temperament they must act as "one of the boys," glad-handed, extrovert, mindful of first names, seeing their subordinates in their shirtsleeves and with their feet on the desk, democratically obscene in their language, with private interests, if any, simple and within the reach of all.

If the powerful will not accept this unauthoritarian role, they may well have it thrust upon them. Few incidents are more revealing than the one in which J. Pierpont Morgan—powerful, austere, withdrawn—was photographed, after he had been testifying to a Senate committee, with a smuggled midget thrust upon his knee. From any rational point of view the incident was comparatively meaningless, the photograph merely incongruous. But that it had deep emotional significance is shown by the elation with which the photograph was hailed and the fact that it is still gleefully remembered after the passage of very many years and even after Mr. Morgan's death. What had the photograph effected? It had not reduced by one jot or tittle Mr. Morgan's financial power, which many people had considered dangerous, but it had at least momentarily made Mr. Morgan look ridiculous; it had lessened his resemblance to a figure of authority. A surprised-looking man with a female midget on his knee is no figure to inspire respect or awe. Similar feelings are a component of the virulent political anti-Catholicism of many Americans. The Pope is almost the only person in the world on whose knee no midget can be popped, who cannot be involved in an amorous intrigue, whom one cannot slap on the back and call "Harry."

Stalin is probably the human being most difficult to represent as just like anybody else. But during the war, when good relations with Russia were desirable, American correspondents developed quite an elaborate family life for "Uncle Joe," including a rumored love affair, and—happiest touch of all—revealed that the tobacco he preferred in his inseparable pipe was a common commercial brand, available to all at the corner drugstore.

During all his formative years the young

## AMERICAN CHARACTER CONTINUED

American has continually impressed upon him the proper attitude toward authority and toward men who try to exercise it. Consequently when he in his turn becomes a father, he finds his proper role toward his children defined and limited by the negative sanctions against the exercise of authority by one man over another. Even if his temperament made him tend toward dominating his children and exacting unquestioning obedience from them, he would get no support from his wife, his neighbors or his community.

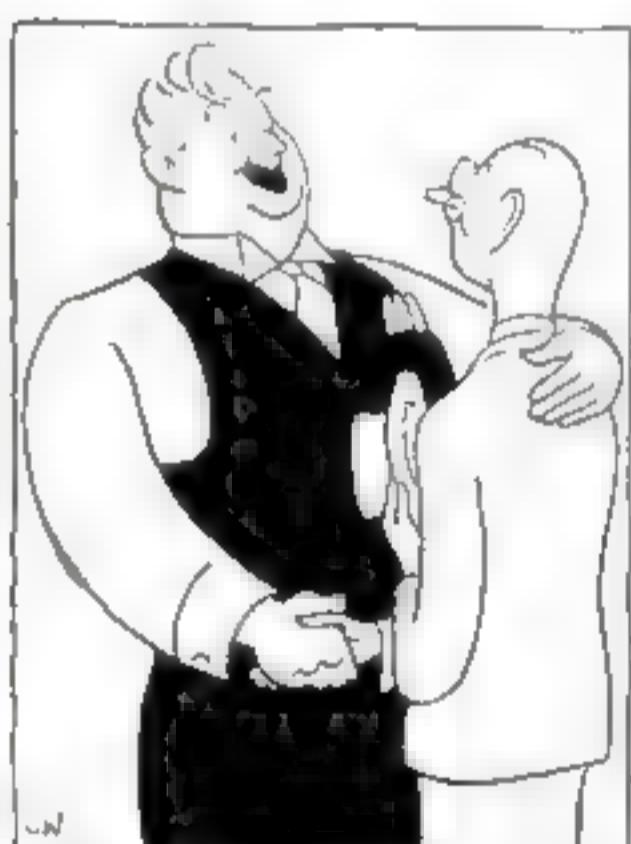
A revealing commentary on current attitudes toward the American family is the comic strip *Blondie*. *Blondie* consists of a series of disjointed and comic episodes in the domestic life of a self-possessed, good-looking, neatly dressed middle-class woman. She is married to Dagwood, an untidy office worker who has to run every morning to catch the bus from his suburb. He is generally incompetent, inefficient, greedy (he is always sneaking into the kitchen to make the most incongruous sandwiches), sensuously lazy (outside the office and the kitchen he spends much of his time trying to take a nap on the sofa or laze in a hot bath), generally good-tempered and easy-going but given to sudden and completely ineffective rages. In the earlier years the comedy chiefly derived from the skill with which Blondie saved them both from the results of Dagwood's blunders. After a few years of marriage their union was blessed with issue; first a son, Alexander, the image of his father, and more recently a daughter, Cookie, favoring her mother. When I was separated from Dagwood's family Alexander was a schoolboy, and many comic situations arose from his increasingly successful rivalry with Dagwood.

Although naturally exaggerated, Dagwood does represent a widespread attitude toward the American man as husband and father. Dagwood is kind, dutiful, diligent, well-meaning within his limits. But he has so completely given up any claim to authority that the family would constantly risk disintegration and disaster if it were not for Blondie.

### The encapsulated mother

THE ideal of a childhood completely free from overt authority is perhaps attained more nearly in the U.S. than in any other Occidental nation. But some authority there must be, some agent who will reward good conduct and punish bad; and, almost by default, the role of the father having been so diminished, these functions have been in largest part taken over by the mother. This has had far-reaching results on the character of the children and, since this situation is not a novel one, on the character of the adults also. Duty and Right Conduct in America have thereby become feminine figures.

This makes the role of the daughter, herself to become a mother, particularly easy and straightforward and helps account for the perpetuation of the situation and the notable ease and assurance of the American woman. But for the son, the American male, the situation is far more complicated and confusing. He carries around, encapsulated inside him, an ethical, admonitory, censorious mother. In all the spheres where moral considerations are meant to operate—and in America this means above all in relations between people—men act as though they were being guided by or rebelling against rules and prohibitions enunciated by a moral mother.



"Politicians must act as 'one of the boys,' glad-handed, extrovert, mindful of first names"

in themselves as part of the behavior of a proper man. As such they become irksome and are sloughed off—with relief but not without guilt—whenever a suitable occasion presents itself, such as the stag poker game, the hunting trip, the convention, the class reunion.

The manifestations of the female conscience in public life give rise to the peculiar behavior which Americans call "idealism." This is the proclaiming of moral rules of conduct which other people should follow. Idealism is not, at least in the first place, a standard which guides one's own conduct; still less is it setting an

CONTINUED ON PAGE 98

## FOR HOT WEATHER

Get faster, closer electric shaves  
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Now you can enjoy a new high in performance from your electric shaver—with sensational Lectric Shave. It's a scientific development of The J. B. Williams Company to help you get faster, closer, more comfortable shaves and it's been proved in tests by thousands of men. Just dash a few drops of Lectric Shave on your face before shaving.

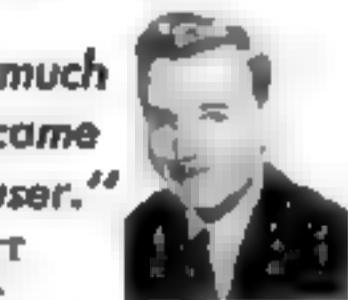
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JACK STREETER  
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Lectric Shave lubricates the skin to overcome "shaver drag." It helps save precious minutes, lets you shave comfortably even if your skin is dry and sensitive.

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Lectric Shave conditions your face and beard for a closer, longer-lasting shave. And it's good for your shaver's cutting head.

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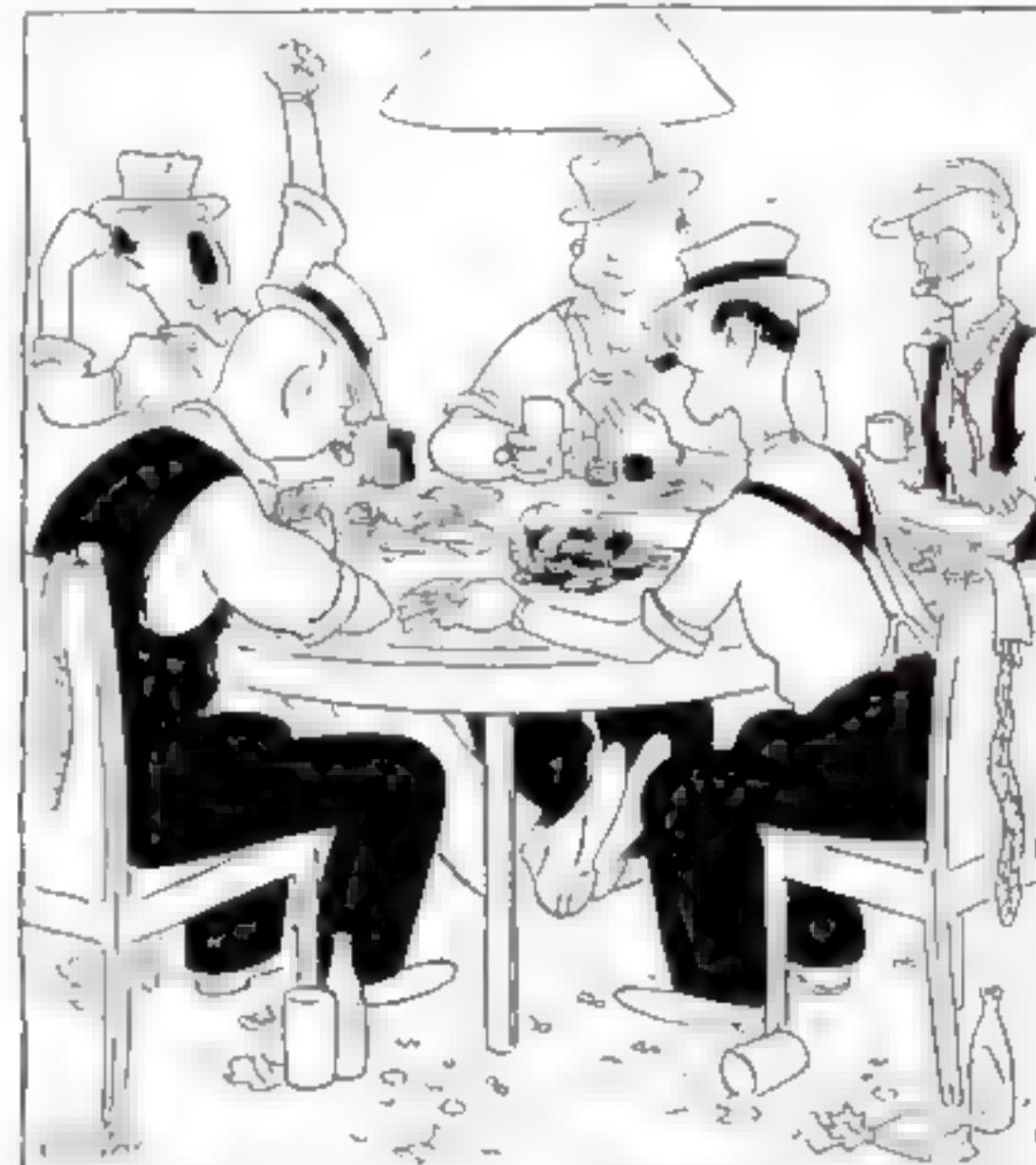
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SAN FRANCISCO SEATTLE OAKLAND LOS ANGELES BEVERLY HILLS PASADENA SANTA BARBARA CORONADO

example for others to copy. It is the laying down of rules for the conduct of others which need not apply to oneself. It derives directly from the situation where mother and teacher lay down instructions and prohibitions for the boys they are rearing, without either group feeling that these rules apply to the person who enunciates them.

American women reach their greatest social influence from the time they near the menopause. As mothers and housewives the first 20 years of their married life after, perhaps, a short period in the "younger married set" are perforce (in the vast majority of cases) overwhelmingly domestic. But when their youngest child has safely passed adolescence they can devote themselves to wider duties and pleasures. Americans typically marry early and have their small families soon after marriage. Consequently a woman will have completed her expected role as a mother while she is still in vigorous early middle age.

The mother is not expected to play any part in her daughter's marriage beyond being an honored guest at the wedding reception, and her role in the life of her grown son should be even more negative. The son should pass her, leave her, revere her and forget her. As Anthropologist Margaret Mead has acutely pointed out, Mother's Day (a day in late spring, determined and announced by the President and most assiduously promoted by the retail mer-



"The niceties of masculine behavior become irksome and are sloughed off whenever a suitable occasion presents itself"

chants who advertise even the most incongruous gifts as suitable "For Mother") is a Day of Atonement in which formal restitution is made for the previous year's neglect.

This complete withdrawal is the ideal. But for a significant portion of the women the future outlook is too bleak: without love beyond the long-accustomed love of their husbands, no longer rated as sexually desirable by anybody, too self-respecting and afraid of the neighbors to employ a gigolo, even if they live in an area where such are obtainable, and these cling to their children, particularly their sons, longer than society considers fitting. The clinging mother and the fear of such vampirelike possession—the hidden fear that one may oneself have already been so possessed—are components of the very strong ambivalence American men feel toward women.

However most American mothers do not cling excessively, just as most European fathers are not excessively domineering. Instead they turn their energies to social and cultural ends. This is a very unusual social phenomenon. In nearly all societies, primitive and complex, European and Asiatic, nonprofessional women in their 50s and 60s are of little importance in the social scene, influential at most in their domestic spheres and through the pressure they can bring to bear on their male relatives. In America this group is one of the most active and influential bodies of citizens as well as one of the most conspicuous.

It is easy enough to laugh at these middle-aged women, with their eager seeking after knowledge and wisdom, their dogged clinging to stylishness and a falsely youthful appearance, their naive



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*Value?* Only a parent can tell you. *Cost?* Uncle Sam allows a \$500 income tax exemption to cover a year's board and keep—a parent has ideas on that too!

*Value?* What else gives you so much for so little as electricity? It lights, heats, cools, cleans and entertains; saves you time, work, money. *Cost?* A few cents a day!



*Value?* Ask any doctor the value of radium—or a patient whose life it has saved. *Cost?* A single ounce would cost you around \$700,000—if you could buy that much all at once!



*Value?* You can measure a diamond's value only in a woman's eyes. Its *cost?* About \$900 for a good-quality, one-carat stone . . . and it takes more than 140 carats to make one ounce!

Listen to the Summer Electric Hour with Woody Herman and Peggy Lee and Dave Barbour's Orchestra, Sundays, 4:30 P.M., EDT, CBS.

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## AMERICAN CHARACTER CONTINUED

# Ask for **ACE** COMBS

...and comb beauty  
back into your hair



### LOOK FOR **ACE**

—your guarantee of a hard rubber comb at its finest.

Choose the Ace Combs you prefer from many sizes and styles displayed in this cabinet... at your favorite drug or department store.

**ACE**  
HARD RUBBER  
**COMBS**  
A quality product of  
AMERICAN HARD RUBBER COMPANY

approach to the arts and to gracious living (a key phrase), their façade of almost excessive self-assurance so often a protective front for the deepest uncertainty and humility. Yet it is from the women's clubs that the voice of America's conscience rings out clear and serene, as it were double-distilled. For it is the mothers themselves speaking, and at the same time it is the encapsulated mothers who are the conscience of all Americans.

It may hurt an American's dignity to think that his future is being determined by Helen Hokinson's grotesques, by the women with the monotonous, insistent voices who are dissatisfied with their bathrooms or prosaically enthusiastic about a piece of real old-world architecture, by Madam Chairman. But one might easily be in worse hands. They are ignorant and know it and spend much time and money to lessen their ignorance; they are ludicrous and sometimes secretly suspect it; they are usually unlovable and unloved, and this they find hard to admit; they are profoundly provincial, and of this they are profoundly ignorant. But they have high principles; and if these principles are sometimes confused and impractical, making too little allowance for human weakness and material difficulties, they are seldom mean or self-seeking. These principles may not foreshadow a world of freedom and ease and adventure, for the voice of the schoolmarm is too insistent. But they are our chief bulwark against chaos. Without them America might well be left a subcontinent of cynicism and hedonism—a civilization where "anything goes," where everybody gets his. The progress of nihilism is held back by the tightly corseted figure of Madam Chairman.

If the immigrant psychology has made the American father a cipher and the American mother an arbiter of social standards, it is not surprising to find that it has also made the child the hero of the American Dream. No theory could gain widespread acceptance in America which did not concede that the child was the hope for the future and that he could, given the proper start in life, go further and fare better than his parents. This belief is basic in America, and it has been maintained by the best-beloved American myths and exemplars—from log cabin to White House, from newsboy to millionaire, from the ghetto to the Supreme Court, from slave to institute head. It only needs the proper upbringing to develop these potentialities in every newborn child.

But what is the proper upbringing? Ah, there's the rub. In all societies except the U.S. and, to a lesser degree, the countries facing her across the Atlantic, at all periods except during the last hundred years, the answer could be given without hesitation: the proper way to bring up children is the way we were brought up. There was the correct way of rearing children, and that was the end of it. When a woman bore her first child, she had the accumulated wisdom of her whole society to help her; the grandmothers, the midwives, the neighbors all spoke with one voice; every baby she had seen since she could first notice anything was being brought up in the same way. Her path was clear.

In America the situation is very different. Here again the second generation was crucial; the girl's mother's advice was suspect, for was it not tainted with the backwardness and superstition and unsanitariness of the old world? And so they sought the American way to turn the whimpering bundle of beet-red flesh into the future president of the U.S., the future dean of a woman's college. They consulted the expert.

### Let the baby scream

IN the best mercantile tradition the demand created the supply, and experts on child-rearing appeared in enormous numbers and of every degree of qualification. There were the dieticians, who gave advice as to how to make the baby as big (husky) and healthy as possible; there were the psychologists, who gave advice as to how to make the baby as happy as possible; there were the disciplinarians, who gave advice as to how to train the baby as early as possible; there were the romantics, who gave advice as to how to keep the baby as uninhibited as possible; there were the medical

CONTINUED ON PAGE 102



"Mother's Day is a Day of Atonement in which formal restitution is made for the previous year's neglect"

• APARTMENTS • HORSES • TRAILERS • OFFICES •

YVONNE DE CARLO  
THE SLAVE GIRL

HANDY STOVE

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(50 other grand prizes)

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"It's wonderful" "Saves messy dishes"  
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See the above pictures—how you  
color Delrich *inside* a sealed plastic  
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No dishes to wash. No waste. It's clean,  
quick, easy—actually fun! You simply

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at any price!

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*At a Southern beach or a Northern bar,*

*here's a sight to fill the heart with instant sunshine!*

*Here comes PM, the whiskey that puts delight in "De Luxe"—*

*Here comes PM, the whiskey that puts magic into a highball—*

*Here comes PM, the whiskey that fits right into a smile—*

*Serve with gardenias, tall glasses and laughter!*



IF IT ISN'T

PM

IT ISN'T AN EVENING

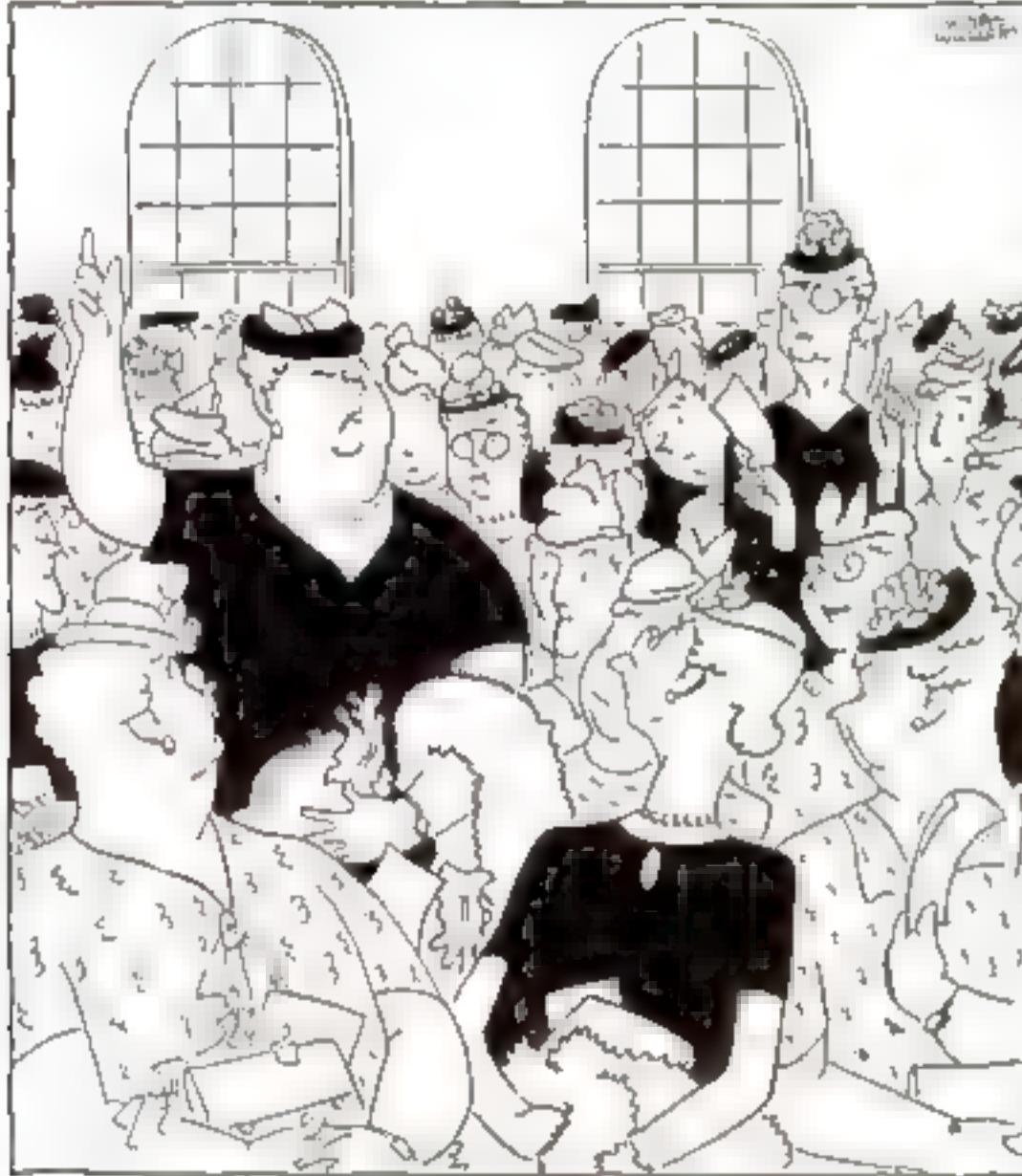
National Distillers Products Corporation, New York  
Blended Whiskey. 86 Proof. 70% Grain Neutral Spirits.

## AMERICAN CHARACTER CONTINUED

men and the medicine men, the good plain quacks and the good plain crooks.

Whatever the system by which infants are cared for, the most important and insistent aspect of this care during the first few months of their life must be their feeding. All but an eccentric minority of the American child-rearing systems have as a most important component a feeding schedule; they lay down rigidly at what times the baby shall be given what foods. The baby's hunger is to be regulated by the clock. But a feeding schedule pays only the grossest and most statistical attention to the baby's autonomous rhythms. There is no little clock inside the baby which determines that the baby shall get hungry when, and only when, the schedule says it shall be fed.

Most babies accommodate themselves fairly quickly to whatever schedule is imposed upon them, but there is usually a period before this is successfully accomplished during which the baby screams with unassuaged hunger and rage and is not fed. However nerve-racking or heart-piercing the baby's screams may be, it is far better to let him wait until the right time; it would be mere self-indulgence to quiet his screams. And so most American babies



*"It is from the women's clubs that the voice of America's conscience rings out clear and serene"*

learn to experience hunger and the fear of hunger. When they grow up this fear remains with them, though disguised and taking irrational forms (as do all infantile fears which survive in adults); symptoms of it can be seen in the frequently expressed fears that America will be reduced to want, perhaps to actual starvation, if it lets its food or resources or money outside the country.

Relevant to this point also is the very great erotic, fetishistic value given to women's breasts in contemporary America. They have completely replaced the earlier value given to legs. As a stimulating sight well-separated and well-developed breasts under a tight-fitting overgarment are thought to surpass almost any amount of nudity. Film stars have made their reputation through tight sweaters, and in many war factories women workers were forbidden to wear sweaters because of the resulting distraction and inefficiency. The cleft which separates the breasts is almost the greatest object of erotic curiosity, and a number of English films in which actresses wore Restoration costumes have therefore been considered too indecent to be shown to the American public without fichus.

Because of the great hopes placed on the baby and because of the necessarily experimental manner in which it is being raised, the mother is anxious from the very first to find out if her baby is developing as it should. She has only one guide; comparison with the neighbors' children of similar age and social position, being raised on the same principles. From birth (the "correct" weight for a newborn child changes constantly, but there always is a "correct" weight) the child is placed in a competitive position vis-à-vis its age-mates. Its weight, its growth, its acquisition of bodily skills, its time of teething, its time of talking are all points on the scale by which the baby's success is weighed. As Margaret Mead has pointed out in detail, the mother's love is conditional on the child's

CONTINUED ON NEXT PAGE

*You think you'll shop for "just a minute", but...*



**Take Baby  
INTO  
the store**

### ADVISES THE NATIONAL SAFETY COUNCIL

A tempting invitation to kidnappers is an unattended baby. Or a carriage left alone may drift off the walk into traffic (you may "forget" to set the brake). The hazards are many...and fearful. So "Take baby into the store," advises the National Safety Council, which serves us all as a clearing house of safety information. "For baby's health and safety, don't leave him alone in his carriage or in the car."

We of Storkline are happy to give national circulation to the Council's advice because, for 30 years, it has

been our business to produce better things for babies and mothers...nicer, more convenient, safer things. In all the world, we are the largest manufacturer of infant and juvenile furniture and baby carriages.

Be sure to see the Storkline things at a local department, furniture or juvenile store. You'll love them.

**FREE**—We'll send you the National Safety Council's excellent leaflet of safety rules for Mothers. Address Storkline, Dept. B-4, Box 7570, Chicago 80, Illinois.

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THINKS OF EVERYTHING



• Tiny tots, cutting their first teeth, are growers. So top rails of many Storkline Cribs are covered with sanitary, chip-proof plastic. Sides lock or lower at the touch of your toe. You'll like, too, the convenience of many-way spring arrangements.



• One little tap of your toe, and brakes on the Storkline Carriage take firm grip—hold even on a hill. The no-tip device swings into place at the same time so Baby can bounce and shake his buggy without danger of tipping it over. And what smart design!

## AMERICAN CHARACTER CONTINUED

success in this competition with its peers; only if it is successful can the mother give it her unconditional love, for it proves she has been a success in her role as mother.

As soon as a child has acquired sufficient physical independence to be let out of doors alone—certainly by the age of 3 and often earlier—it will leave its family and spend most of its time with its competitors and rivals in the immediate neighborhood. It will have known and played with these children from the time that it could be safely taken out of the baby carriage; but this earlier sociability has taken place under the watchful and anxious eyes of the mother. By the time the child is 3 the mother is likely to be occupied with a younger brother or sister, and even if she were not, she should be ashamed of keeping a constant eye on the child, keeping it permanently tied to her apron strings. By so doing she would risk committing the greatest crime that an American parent can commit: she would risk turning her child into a sissy.

This concept of being a sissy is a key to the understanding of American character. It is a term of opprobrium which can be applied to anyone regardless of age or sex. Schematically it means showing more dependence or fear or passivity or lack of initiative than is suitable for the occasion. It can be applied to a gambler hesitant about risking his money or to a mother overanxious about the pain her child may suffer at the hands of a surgeon just as well as to occasions which directly elicit courage or initiative or independence and which may be responded to more or less adequately. It is the overriding fear of all Americans from the moment that they can understand language that they may be taken for a sissy.

### The young braggart

TO prevent this dread development the American child is constantly urged toward independence and activity and initiative, greatly praised for every real or reported manifestation of these qualities, reproved or punished for failure. So from a very early age the child finds itself a speaker before an attentive and appreciative audience of adults and discovers that what it tells produces praise or blame, love or the withdrawal of love. When the child starts to tell of its exploits and triumphs it is very small and weak, and its parents are by comparison very big and strong. To hold their interest, to extort their admiration and approval, the child inevitably starts to speak overemphatically, to exaggerate, to boast. The parents are so used to this (they did it themselves) that they allow it to go unchecked, mentally making the calculations which will separate the kernel of true achievement from the husk of infantile self-glorification and self-dramatization. Although as they grow up the disparity between the size and power of the speaker and the audience disappears, Americans tend to continue to talk about themselves and their accomplishments in the same manner that they did as little children. American audiences interpret this with ease, but non-Americans generally fail to and consider it excessive boasting and self-glorification—which it would be if they, with their quite different upbringing, spoke about themselves in the same terms and tone of voice.

This heightened, overdramatized, overemphatic method of speaking is contagious. The child only half believes its own boasts and stories, and consequently only half believes what his parents say. To make the proper effect on their child, American parents must exaggerate and double the force and content of their threats and promises. A child only expects a portion of the promises (and practically none of the threats) to be carried out. This situation continues in some form all the time that the child lives in the parental home and helps to account for the extraordinary importance given to words in American public and political life. Very great emotional importance is given to public statements of high intentions and high ideals. The Fourteen Points, the Kellogg declaration "outlawing war as an instrument of policy," the Atlantic Charter, are well-known international examples. Domestic ones are more frequent: the Fourth of July orations, the charters of various clubs and fraternal orders, the "platforms" on which,

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A LITTLE WILDRONT CREAM-OIL does a lot for your hair. Keeps your hair well groomed all day long. Leaves no trace of that greasy, plastered down look. Makes your hair look and feel good.

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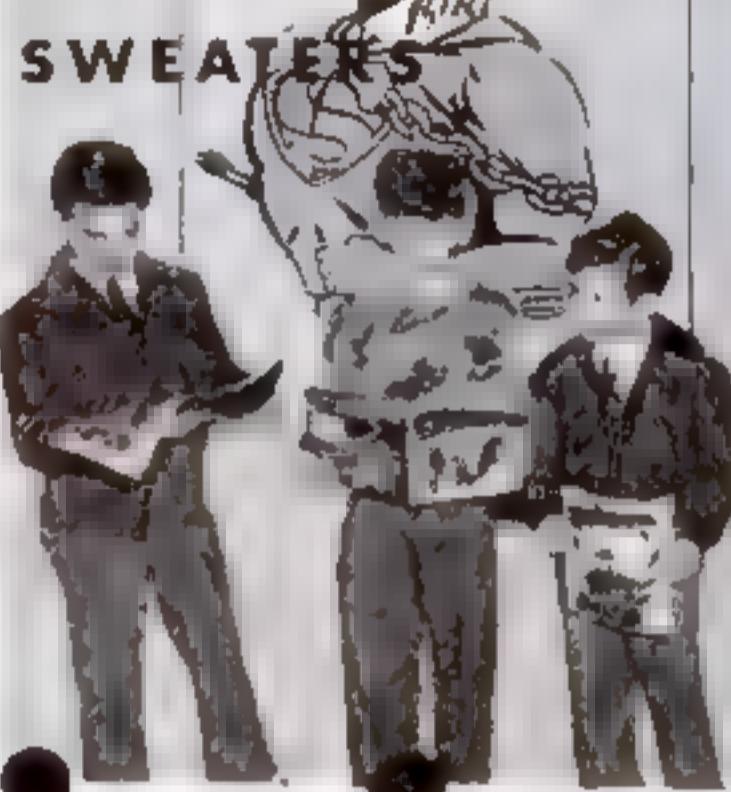


"The progress of nihilism is held back by Madam Chairman"

and stories, and consequently only half believes what his parents say. To make the proper effect on their child, American parents must exaggerate and double the force and content of their threats and promises. A child only expects a portion of the promises (and practically none of the threats) to be carried out. This situation continues in some form all the time that the child lives in the parental home and helps to account for the extraordinary importance given to words in American public and political life. Very great emotional importance is given to public statements of high intentions and high ideals. The Fourteen Points, the Kellogg declaration "outlawing war as an instrument of policy," the Atlantic Charter, are well-known international examples. Domestic ones are more frequent: the Fourth of July orations, the charters of various clubs and fraternal orders, the "platforms" on which,

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• Yes, thousands are discovering that Europe is merely a few short, pleasant hours from the U.S.A.—via American—the airline with experience of more than 14,000 transatlantic flights. It's so much faster! You save at least a whole week on your round-trip travel time.

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He boarded Flagship at N. Y. Friday afternoon, arrived London Saturday morning. Returned Sunday, two weeks later, arrived in time for work Monday morning. Had 15 full days in Europe.

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# "I Thank You From the Bottom of My Pipe"

*Richmond, Va.*

EDGEWORTH  
RICHMOND, VIRGINIA

Gentlemen:

I have a complaint about Edgeworth. But wait—don't get peeved, because it's just to say that Edgeworth has compelled me to change a 10-year-old pipe-smoking habit.

It happened like this: A couple of weeks ago a gentleman approached me and said he noticed I was smoking a pipe, and would I mind telling him what brand of tobacco I was smoking. Not at all, sez I. So he sez, "Have you ever tried Edgeworth?" I sez, "You're just wasting your time; I've been smoking this brand for ten years, and it's the only tobacco I can smoke all day."

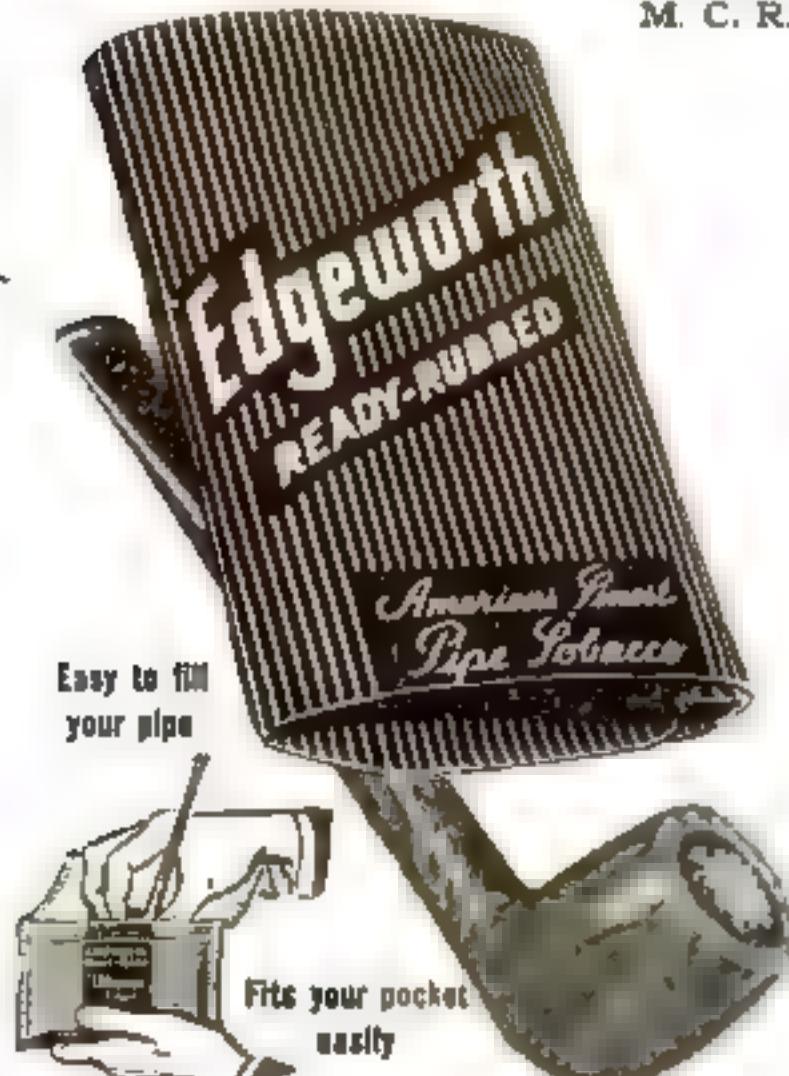
Well, he identified himself as an Edgeworth salesman (sorry, I didn't get his name). He promised to send me a sample, and I promised to try it, fair and square.

I got the Edgeworth—and smoked it all day and half the night. I don't happen to fool around with pipe smoking—so I'm qualified to report that Edgeworth is all your salesman said it is—a rich, cool, satisfying tobacco, with a pleasant aroma that smells as if honest-to-John tobacco was being smoked.

Anyway, I'm satisfied; I'm an Edgeworth man from here on out. And by the way: that nifty Edgeworth pouch is the neatest thing developed since the modern pipe cleaner replaced chicken feathers.

Gentlemen, I thank you from the bottom of my pipe.

Yours very truly,  
M. C. R.



Plenty of pipe smokers drift along for years—secretly hoping for that certain "extra something" Edgeworth delivers. \* If you're in this state of mind—well, we hope you'll pal up with Edgeworth.



## AMERICAN CHARACTER CONTINUED

every four years, the major political parties seek the presidency. Any resemblance between the platforms, so eagerly and hotly debated, of the campaigns, and the legislation introduced by the successful party is, in the words of the disclaimer which precedes American films and novels, purely coincidental. But this does not mean that the platforms and other noble documents and promises are therefore unimportant. They signify a willingness to support such noble ends, and are therefore comforting, just as the parental promises, though not literally fulfilled, were a comforting sign of parental love and intention to reward. Americans feel cheated and disillusioned if such statements of high intentions are not made.

The ideal American family consists of two children, an elder daughter and a younger son, generically known as "Sis" and "Buddy" (or "Junior") respectively. This does not mean that this size of family or order of birth is more common in the U.S. than in other countries of similar urbanization; but this is the typical composition when the average American family is pictured in illustration or advertisement and very often in popular fiction and films.

The relationship between brothers and sisters in American family life is without deep intensity. They have no special obligations toward one another except to "agree," not to squabble too much. An important exception occurs when two children of the same sex, particularly two boys, are born within a short interval of each other—at the most, two years. In this case the elder brother is likely to introduce the younger brother into his play group and later his gang, and this has some regular and typical results. The younger brother is a member of a group in the majority older than he is and with standards of daring and accomplishment beyond the level of his years. Fired by the standard he is set, the younger brother (the "kid brother") becomes extravagantly rash in his words and actions, confident that he will be saved from the dangerous results of his behavior by his elder brother's protection, by his superior strength and wisdom. This situation is common enough to have several analogies in adult life. The most striking is to be seen in Congress, where the House of Representatives often acts most irresponsibly in the confidence that its elder brother, the Senate, will save it from the worst aspects of its folly.

### The value of "dating"

WHEN school starts, the mixed neighborhood play group typically gives way to gangs entirely or predominantly of one sex, and these gangs continue up to and, in some cases, through adolescence. The gangs may engage in almost any kind of activity compatible with the strength and interests of its members, but nearly all the boys' gangs have one feature in common. They engage in illegal or extralegal activities. Most of these activities are very harmless: robbing orchards in the country, trespassing in empty buildings, trying to get into circuses or baseball parks without paying, smoking cigarettes made of corn silk, staying away from school and avoiding the truant officer, cheating policemen and the like. What is important about these activities is that they are not only tolerated but expected and even covertly admired by the adults, especially the fathers. The successful flouting of authority is a sign of independence, of growing manliness.

On the other hand there is a fear, albeit almost unformulated, on the part of the adult community that the young will carry their defiance of authority too far, beyond the necessity of independent manliness. Society has found an effective way for channeling youthful energy into socially acceptable channels and one which is thoroughly congruent with the major emphasis of society, with the constant pushing toward adulthood and with the belief in the superior moral nature of womanhood. Any boy or girl who is not a roughneck or a sissy will try to be as attractive as possible to the opposite sex and will engage in the patterned precourtship heterosexual behavior called "dating."

Since dating is uncommon in the rest of the world and, indeed, unknown in most of it, a note of introduction is necessary to a fuller discussion of the subject. For the American child, "Am I successful?" comes to mean "Am I loved?" for from the very beginning the mother's unqualified love and approval has been given to her child in proportion to its success. By adolescence most Americans have inextricably confused the two ideas: to be successful is to be loved, to be loved is to be successful.

To gain one's mother's love, the prototype of all future love, it is not necessary that one should show love in return; one is loved for one's accomplishments vis-à-vis one's age-mates, not in the first place for one's attitude and behavior toward one's mother. Love in America therefore tends to have a nonreciprocal quality: to be loved it is not necessary to love in return but rather to be worthy

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But the sense of taste and the ability to digest certain foods will begin to fade as early as your thirtieth year. If you are not careful, you're apt to cut down too much on the kinds of food that you need most.

Thousands have found that adding Horlicks Malted Milk—two glasses a day—to normal meals helps to make sure of getting enough high-quality body-building and energy-restoring food.

Horlicks is good at mealtime, or at bedtime. It's good between meals, too, because it digests so quickly and easily that it doesn't spoil the appetite for the next regular meal. And it tastes so grand any time—delicious, satisfying. You'll enjoy it hot or cold—mixed in milk or water.

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Now, at first sign of Athlete's Foot—or as a protection against it—use Dr. Scholl's Sulfa Solvex—the new powder preparation containing the miracle drug, Sulfathiazole. It not only fights the infection itself with remarkable effect, but also **secondary infections common in Athlete's Foot.** Speedily relieves itching, kills fungi on contact. Helps rapid healing of red, raw, cracked or peeling skin between toes or on the feet. Only 50¢ everywhere. If you can't obtain Dr. Scholl's Sulfa-Solvex locally, see a dr. to Dr. Scholl's, 10 Chicago 10, Ill. Use exactly as directed.

**Dr. Scholl's**  
**SULFA SOLVEX**



Marilyn Maxwell IN METRO-GOLDWYN-MAYER'S "SUMMER HOLIDAY"

# Pan-Cake Make-Up

Which shade of "Pan-Cake" for You



IF YOU ARE A BLONDE  
with medium skin, look your very loveliest with Cream  
No. 2; if skin lacks color, use Cream-Rose  
Pan-Cake Make-Up



IF YOU ARE A BROWNNETTE  
with medium skin and cream or wet cream  
No. 2; if skin lacks color, use Natural No.  
Pan-Cake Make-Up



IF YOU ARE A BRUNETTE  
with olive skin, look your very loveliest with  
Natural No. 2; if skin lacks color, use Natural  
Rose Pan-Cake Make-Up

IF YOU ARE A REDHEAD  
with fair, creamy skin, dramatize your colorings with Cream No. 1; if freckled, use Cream  
No. 2 Pan-Cake Make-Up

*(For a Sun-tanned effect, Tan No. 1, Tan Rose or  
Tan No. 2 Pan-Cake Make-Up)*

for that smooth, young look...

Here's amazing new loveliness for you...right now! Are you  
a blonde, brunette, brownette or redhead? Select from the  
Chart the shade especially created for your type. Then try  
Pan-Cake Make-Up for instant new glamour, for a thrilling,  
flattering make-up that looks soft and  
smooth for hours and hours  
without retouching.



\*Pan-Cake trademark means  
Max Factor Hollywood Cake Make Up



Color Harmony Make-Up  
PAN-CAKE BRAND MAKE UP • POWDER • ROUGE • LIPSTICK

# Max Factor • Hollywood



HANNO SOLOMON ADVANCING FUNDS TO ROBERT MORRIS TO FINANCE REVOLUTION PHILADELPHIA 1782

# Philadelphia

BLENDDED WHISKY

## The Heritage Whisky

### A HERITAGE TO REMEMBER



*"The situation of our finances is such as to make  
every thinking man shudder . . ."*

LETTER FROM GENERAL FORRELL TO GENERAL GREENE IN PHILADELPHIA

Generosity combined with gracious living to give Colonial Philadelphia its famed heritage of hospitality. To this day these fine traditions endure, upheld most pleasantly by Philadelphia Blend. Here

is something exceptional . . . a really finer whisky you might justly reserve for special occasions. Yet, fortunately, you can afford to enjoy Philadelphia, The Heritage Whisky, regularly and often.

86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS • CONTINENTAL DISTILLING CORPORATION, PHILA.

\*From a Series of Historic Paintings Designed for "Philadelphia"—The Heritage Whisky—Famous Since 1894



© 1984 C.D.C.

## AMERICAN CHARACTER CONTINUED

if love. Because the child is pushed to the very limits of its capacity, because the conditions for its success are often so vague or so far outside its control, the child becomes insatiable for the signs of love, reassuring itself that it is worthy of love and therefore a success. Now, the least of these signs of love is the attention of other people (in the first place the parents) or, at the minimum, their presence, so that their attention, if not immediately fixed on one, may be momentarily so directed. If nobody is there, if one is alone, how can one still the gnawing doubts that maybe one is not a success, not lovable, not worthy of love?

It is these feelings which make loneliness intolerable to well-adjusted Americans and account for the numerous social features which are designed to obviate it: the absence of doors in all but the most private parts of most houses, the wedged-open doors of offices and studies, the innumerable clubs and fraternal and patriotic associations, professional organizations and conventions. They account also for the dating which occupies so much of nearly every American's leisure time from before adolescence until betrothal. Dating is a highly patterned activity or group of activities, comparable in some ways to a formal dance, in others to a very complicated competitive game.

As in dances and games, the activity is felt to be enjoyable and rewarding for its own sake, and the more enjoyable the more nearly the partners or players are matched in skill and other necessary qualifications. There is one aspect, however, in which the comparison to a game breaks down. In a successful date there should not be a loser; both parties should feel their self-esteem, their assurance enhanced.

Because dating is so idiosyncratic of Americans (though most Americans do not suspect this, believing, like the rest of the world, that the behavior they are used to is "human nature") and because it employs the form—but not the content—of love-making, it has

been the cause of innumerable and serious misunderstandings whenever young Americans have come in contact with foreigners of the opposite sex. An invitation to a date—a pleasant and mutually profitable evening to enhance each other's self-esteem and demonstrate one's skill in the game—is almost always interpreted by a non-American as an attempt at seduction. If it is indignantly repudiated both parties are left angry and dissatisfied; if it is immediately acceded to, the American at least feels defrauded, as if one had set out for a hunt and the fox had insisted on sitting down in one's backyard.

The date starts as an invitation from a boy or young man to a girl for an evening's public entertainment. The entertainment offered depends on the young man's means and aspirations and the locality. But it is in a public place always and nearly always includes eating food together, the food being anything from an ice-cream soda at the local drugstore to the most elaborate and expensive meal that the locality can provide. Besides the food the most usual entertainment is dancing—the place of the dance ranging anywhere from the cheap roadside cafe with a juke box to the most expensive cabaret or country club. The male (the "escort") should call for the girl in a car (unless he be particularly young or poor) and should take her back in the car. If the entertainment proposed is of a formal or expensive nature, the man should provide a courage—flowers for the girl to wear on her dress or in her hair. "Showing the girl a good time" is the essential background for a date, but it is not its object, as far as the man is concerned; its object is to get the girl to prove that he is worthy of love and therefore a success.

Since on first dates the pair are normally comparative strangers to one another, a certain amount of autobiography is necessary in the hopes of establishing some common interest or experience, at the least to prove that one is worthy of the other's attention. These autobiographies, however, differ at most in emphasis, in tone of voice, from those which should accompany any American meeting between strangers. What distinguishes the date from other conversation is a mixture of persiflage, flattery, wit and love-making which was formerly called a "line" but which each generation dubs with a new name.

The line is an individual variation of a commonly accepted

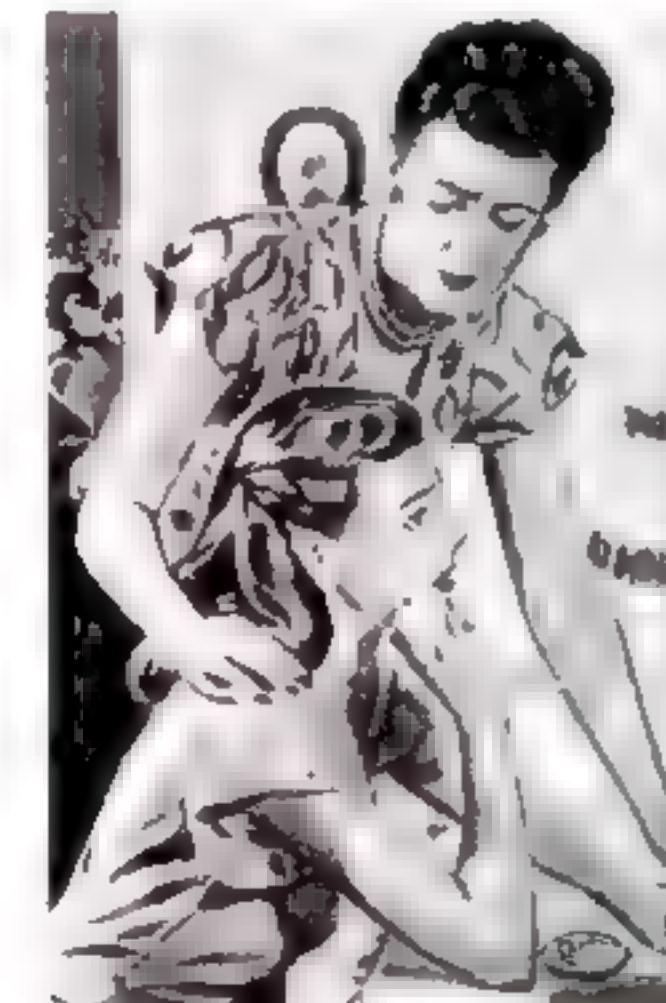


"It is the overriding fear of Americans that they may be taken for a sassy."



## One little whisper shattered all my dreams

"I'D HAD LOTS OF DATES—but this one was special! We'd had so much fun together. Then—I lost him. We'd been dancing...he walked away...then I heard that awful whisper 'B.O.'!"



"WHEN I GOT HOME I sobbed out my story to Mother. She was very helpful...she explained that 'B.O.' could happen to anybody, and asked me to try Lifebuoy."

"THAT'S WHEN I STARTED using Lifebuoy. I wouldn't miss my daily Lifebuoy bath... I know it gives me long-lasting *all-over* protection."



### HOW TO STEP UP PROTECTION AGAINST "B.O." (body odor)

Tests prove you can build increasingly better protection against "B.O." by bathing with Lifebuoy every day. Try it for seven days. Your skin feels so clean, fresh! For faster, longer-lasting protection against "B.O."... never miss your "BATH A DAY THE LIFEBOUY WAY!"

ANOTHER FINE PRODUCT OF  
LEVER BROTHERS COMPANY



## AMERICAN CHARACTER CONTINUED

pattern which is considered to be representative of a facet of a man's personality. Most men are articulately self-conscious about their lines and can describe them with ease. They are constantly practiced and improved with ever-differing partners. The object of the line is to entertain, amuse and captivate the girl, but there is no deep emotional involvement. It is a game of skill.

The girl's skill consists in parrying the line without discouraging her partner or becoming emotionally involved herself. To the extent that she falls for the line she is a loser in this intricate game. But if she discourages her partner so much that he does not request a subsequent date in the near future she is equally a loser. To remain the winner she must make the nicest discriminations between yielding and rigidity.

The man scores to the extent that he is able to get more favors from the girl than his rivals, real or supposed, would be able to do. The proving time is the return journey from the place of public entertainment to the girl's home. A goodnight kiss is almost the minimum repayment for an evening's entertainment, but how much more depends on the enterprise of the man, the self-assurance of the woman and the number of dates the pair have had together.

Dating is normally ended by betrothal, which is the almost inevitable sequel of a boy's concentration on one girl. The majority



*"Americans . . . talk about themselves and their accomplishments in the same manner that they did as little children"*

of Americans marry young, in many cases directly after graduation from high school or college. Marriage is meant to be founded on romance, on love, without any other considerations being involved. Because the ecstatic phase of love is rarely long-lasting, even though it be the sole reason for marriage, and is usually succeeded by domestic irritations and difficulties and the responsibilities of rearing a family, a very great value is placed by Americans on the period between adolescence and, say, the birth of the first child. By almost everybody this is considered the peak of life, after which there is a gradual but continuous decline.

This period, roughly from 12 to 25, is Youth—the Best Years of Our Lives—and is almost without exaggeration the *raison d'être* of living. One of the major duties of those who have passed this period is to make certain that their successors can enjoy it at least as much as they did. One of the reasons why so much guilt was obscurely felt by older people for the depression which started in 1929 was that it marred the Youth of a whole generation; and one of the chief reasons advanced against sending American "boys" overseas before America entered the war and for bringing them back as soon as possible after military victory was that otherwise the irreplaceable years of their Youth would be frittered away. This emphasis on Youth is overwhelming in American popular entertainment, in films, in magazine stories and novels, in advertisements and so on. In point of fact Americans have nearly the greatest expectation of life of any peoples in the world and, like other urban societies, an ever-increasing number of old people in the population. But no medium of mass communication would enable

## SHINOLA WHITE is like a kiss...

*Easy to put on*



*but  
hard to  
rub off*



• Made of the whitest white pigment available, this scientific white shoe cleaner helps keep shoes really white and new-looking. It's easy to apply and economical to buy. By following the directions on the package, you'll find that Shinola White is hard to rub off.

Remember, not just in the summer, but for the all-year-round care of your shoes, there's a Shinola product to match every type and color shoe. It pays to KEEP 'EM SHINING WITH SHINOLA.



IN CANADA IT'S 2 IN 1

### FOUND MONEY

is the \$2.30 you save each year by entering your subscription to

For the one year subscription rate of \$5.50 saves you that much under the single copy price of 15¢ per issue. (see coupon in front section of this issue)

LIFE



*Summertime is  
Playtime with  
Electromaster!*

*Dinner's in the oven. The  
Oven-Master clock is set. ON  
go. No worries about dinner—  
there will be a delicious meal  
automatically cooked to perfection  
when I return to my cool  
kitchen. You'll appreciate this  
summertime freedom, too, with  
the famous Kitchen-Master oven  
that gives you fast and even heat,  
a 2500 watt high speed broiler,  
automatic temperature control,  
sliding shelves that pull out without  
tipping, non-glare side wall  
illumination, and spun glass  
insulation to keep the heat in.  
Anytime is  
playtime with  
ELECTROMASTER.*

**Electromaster Inc.**

MOUNT CLEMENS, MICHIGAN

The Electric Range That's "Fit For A Queen"  
On the "House For A Day" program—National Network

She'll be the smartest lady in the back-to-school parade in

Margaret O'Brien

COATS by

Bambury

MGM's sensational little star sets the pace for all smart back-to-schoolers. Dress YOUR little scholar in the BAMBURY styles Margaret O'Brien has selected.

(Left—style 1220) Fluffdown wool accented with seal fur pompons and border effect. In aqua, gold, blue and red. Sizes 7 to 12 coat only, about \$30. (Leggings extra). Below right, sizes 1 to 6X, coat and leggings, about \$30.

(Below, left—style 403) Hooded greatcoat in 100% wool suede in grey, green, teal and may wine. Sizes 10 to 16, about \$40. (Also in little sister sizes 3 to 14, about \$35).

Copyright 1947 Rosenblatt & Kahn, Inc.

(Left—style 328) She'll love the choir boy collar for its neatness and warmth. In 100% wool suede in coral, burgundy, green and teal. Sizes 3 to 6X, coat and leggings, about \$30. Sizes 7 to 14, coat only, about \$30.

If your local store does not carry Margaret O'Brien Coats by Bambury, send us your order and a reliable retailer will serve you.

BAMBURY FASHIONS, 520 8th AVE., N. Y. C.

## AMERICAN CHARACTER CONTINUED

**Does lots more  
than keep hair  
Looking Handsome**



**IN SUMMER  
YOUR HAIR NEEDS  
EXTRA-SPECIAL CARE**

Kreml contains a special combination of hair-grooming ingredients, which is found in NO OTHER hair tonic. That's why a single application of Kreml in the morning keeps hair in perfect order throughout the hottest, stickiest summer day. But Kreml does lots more than this—

**NEVER  
SMOTHERS  
HAIR DOWN  
WITH GREASE**



Kreml never leaves hair looking greasy, sticky or caky. Kreml always feels SO CLEAN—SO COOL on the scalp.

**WHEN  
BURNING SUN  
SCORCHES  
AND DRIES  
YOUR HAIR**

Kreml is actually great to lubricate a dry scalp. It helps 'condition' hair in that it leaves it feeling softer, more pliable. It also removes dandruff flakes. Use Kreml daily this summer for that handsome, cool, clean-cut appearance from morn till night!

**KREML Hair Tonic**

A product of R. B. Semler, Inc.

Removes dandruff flakes. Keeps hair better-groomed without looking greasy.

one to learn this. Americans wish to think of themselves, to be presented as they were when they were at the peak of their lives; they identify themselves with their children rather than with their parents. By the same reasoning Americans constantly refer to themselves as a "Young Nation." On many counts they could be considered the "oldest" nation, for no other major power is living under an 18th Century constitution, and few are more politically conservative. But Youth is so pre-eminently desirable that it is inevitably ascribed to the nation as a whole.

The relationship between American men is normally of very low intensity. All Americans want to be popular with their fellows, but this popularity is easily obtained and demonstrated. Little is needed beyond the use of first names, the joke and the slap on the back, the easy sharing of drink and hospitality, fluency in conversation. Nearly all Americans have a fear of rejection and stigmatize people who do not easily give these overt signs of friendship as "high hat," "snooty" or "snobbish," attempting to reject before they are rejected. For to be rejected, even by an overformal and unsmiling servant, suggests that one may be a failure, may be unworthy of love. In contrast, people who are prodigal with such simple signs of friendship, particularly to their economic and social inferiors, are praised as "regular guys," as "truly democratic." As a description of character, "democratic" is generally used to signify that a person of high social or economic status acts in such a way that his or her inferiors are not reminded of their inferiority. It has no political connotations.

Because of their diffuseness and lack of intensity most American friendships between men are strictly temporary. Nostalgia for lost Youth keeps some old relationships alive between people who have shared the same experiences. But most Americans after marriage replace the friendly competitive group of age-mates by their present nearest rivals—their business or professional associates and often their neighbors, the parents of their children's friends. Americans change both residence and job with the greatest of ease, and with each change of either, friends are changed too. This does not mean that people are not conscious of preferences. But these are seldom important enough to be worth the effort of keeping alive when propinquity or common pursuits have disappeared. For many American men sufficient friendships are found in the numerous service and patriotic clubs and associations—Rotary, Lions, Kiwanis, Elks, Free Masons, American Legion and so on—which they join so frequently and with such enthusiasm.

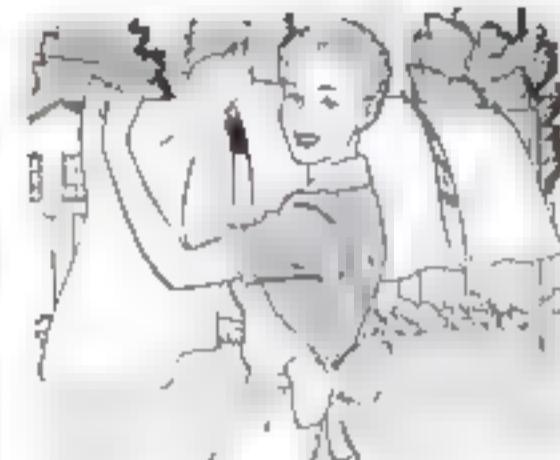
This should not be taken to imply that Americans are friendless compared with Europeans. The converse would be more nearly true. But generally American friendship has extension rather than depth and is founded more on common interests than on congeniality of character. As nearly every Western European must have experienced in recent years, the American is remarkably ready to give and receive affection. But like so much of the household equipment which the Europeans also envy, friendship is not a luxury to Americans. It is a necessity.



"The date . . . nearly always includes eating food together, anything from an ice-cream soda to the most elaborate meal."

**Who'd use an hour-glass to tell time? A watch is the modern way, and . . .**

**Laundering with Clorox  
is the Modern Way!**



**WHEN you use Clorox you can be proud of your laundry, for Clorox bleaches white cottons and linens snowy-white, makes color-fast cottons and linens shawny-bright . . . fresh and sanitary, too! And Clorox reduces rubbing, conserving fabrics. Your good judgment in choosing Clorox is further justified for Clorox is extra-gentle, free from caustic . . . made by an exclusive patented process. In routine kitchen and bathroom cleansing, Clorox disinfects, deodorizes, removes stains. Directions on label.**

*America's Favorite Bleach and Household Disinfectant*

**CLOROX**

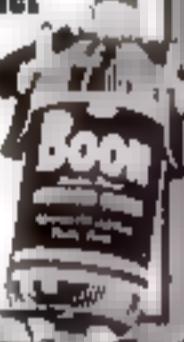
**FIRST IN QUALITY  
... IN PERFORMANCE  
... IN PREFERENCE!**

© 1948 Clorox Household Co.

**Let BOON Household Cleaner**

**save you time, work, energy.  
It wipes away dirt, grease . . .  
quickly, easily . . . from washable  
surfaces. Excellent on  
automobiles! At your grocer's.**

**MADE BY THE MAKERS OF CLOROX**



**26,000,000 Americans now read LIFE every week.\* This represents an increase of 15% over LIFE's previous weekly readership of 22,550,000.**

\*Source: Continuing Study of Magazine Audiences Report #

**PROVES WONDERFUL  
to promptly relieve misery of  
SKIN RASHES**



**Also  
Aids  
Healing!**

**ZEMO**

**Here's a Doctor's antiseptic formula — Zemo — a stainless liquid which appears transparent on the skin — yet so highly medicated that first applications relieve itching, burning or simple skin rashes, Eczema, Athlete's Foot and similar skin and scalp irritations due to external cause. Zemo is backed by an amazing record of success! First trial convalesces. In 3 uses. For severe cases ask for special Extra Strength**



## 1. IN RECORDS...

### THE SENSATIONAL COBRA TONE ARM

All America's raving about this revolutionary Zenith development. Brings out tone purity and beauty you've never heard in records before! Entirely new—reproduces tones on a Radionic Wave. No crystals, no magnets, no needles to change! Magically erases all annoying scratch and vibration. Keeps records like new *hundreds* of plays longer! Comes with new Silent-Speed Changer that gently, quietly changes 10 and 12 inch records intermixed...so fast you enjoy a practically continuous flow of music. No other radio—at any price—gives you this sensational new way to play records!

Shown closed above, open at right, classic design radio-phonograph console in beautiful grain walnut finish. Cobra Tone Arm, Silent-Speed Record Changer, Standard Broadcast, Genuine Zenith-Armstrong FM. Model 9H081 . . . \$269\*

\* Your choice of 43 Zenith radios, radio-phonographs, and portables from \$26.95 to \$395. \* West Coast prices slightly higher.



## 2. IN RADIO...

### GENUINE ZENITH-ARMSTRONG STATIC FREE FM

Only Zenith brings you this new way to enjoy the world's finest music in glorious new fidelity, without a special aerial... static free even in storms... and yours on both the 50 and 100 megacycle wave bands, to protect you against any future change in FM wave lengths. All this in addition to Zenith's famous tone perfection for your favorite regular radio programs, and world-wide short wave as well. Compare—and you'll see that Zenith gives more quality per dollar in every way! Get a thrilling demonstration at your radio dealer's today.



**ZENITH**  
LONG DISTANCE RADIO  
COPR. 1947 ZENITH RADIO CORP.

30 YEARS OF "KNOW-HOW" IN RADIONICS EXCLUSIVELY  
ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS



Such quality you must not miss—  
No other whiskey's quite like this!

## No other whiskey gives you SUNNY MORNING FLAVOR!

Where other good whiskies leave off... Schenley Reserve begins—with an "extra", a "plus" of enjoyment like nothing else you've ever tasted! Enjoy that Sunny Morning Flavor—today!

**SCHENLEY**  
RESERVE

PRE-WAR QUALITY *Blended Whiskey*

86 PROOF • GRAIN NEUTRAL SPIRITS. COPR. 1942 SCHENLEY DISTILLERS CORP., N.Y.C.

PS  
SCHENLEY RESERVE  
"THE GOLDEN GINGER"  
BOTTLED IN BOTTLES  
DISTILLED IN BOTTLES  
DILUTED IN BOTTLES

# *Life Goes to a Party*



UNDER AN IMPROVISED SUN SHIELD MADE FROM AN OLD PATCHWORK QUILT, A TIRED MOTHER RESTS ON THE BEACH WHILE CHILDREN SPLASH IN THE WATER

## A FINE DAY AT THE BEACH . . .

Weekend bathers find their pleasure cut short at a Virginia resort

The quiet and happy beach scene above was taken by LIFE Photographer Leonard McCombe one Saturday afternoon this summer at Virginia's best-known Negro resort, Sea View Beach. Situated on 3,000 feet of the Atlantic Coast about 11 miles from Norfolk and not far from well-known Virginia Beach, it draws as many as 10,000 bathers on a good weekend. Built for Norfolk's large Negro population (70,000) by a group of enterprising local Negro business men, it cost some \$200,000. By night it is a gathering place for Norfolk's Negro elite (p. 121); by day it is open to all.

On this Saturday, as at beaches everywhere, the weather was hot and humid. While some splashed

in the surf, others like the matron in the picture above merely nestled in the warm sand, trying to protect themselves from the sun. Children ate ice-cream cones. Most activity came from girls who promenaded along the shore, never too busy to pass the time of day with roving sailors (left).

The air was thick and the sand was itchy. Sand fleas kept the recumbent sunbathers busy, slapping at ankles and shoulders, but still it was better than the sweltering heat along Church and Granby Streets. The bathers were so concerned with rest and the salty Atlantic breeze that few took notice of a curious, smoky haze which was gathering like a wad of dirty cotton on the ocean's horizon.



IN A CASUAL MEETING one of the bathers parries the blandishments of a sailor with bright-eyed covet-

## AND THEN . . .

# . . . A STORM CAME UP

When the sudden summer squall came up on the peaceful scene at Sea View Beach (*preceding page*), children in the surf, noticing the onrushing darkness and the chill of the water started to cry and look for their mothers and fathers. Heads popped out from beneath umbrellas and then, as the heavy thunder broke and the fierce wind drove sand into their faces, the crowds grabbed up their belongings and, in the remarkable picture at the right, rushed pell-mell for shelter.



**AS THE STORM APPROACHES** a few children stay in the blackening water to get a final dunking before the pelting rain and wind drive them out.



**THE STORM GETS CLOSER** and a frantic father hurries his brood of children across the beach toward the refreshment stands to huddle in shelter.





LIKE FLEEING REFUGEES CLUTCHING THEIR BELONGINGS  
A BAND OF BATHERS RACE BEFORE AN ONRUSHING SQUALL

CONTINUED ON NEXT PAGE 117

*Party* CONTINUED

WELDON



## Minx Modes

Junior dater, in pastel Toya • Reltex fabric..with glitter-spiked appliques of matching lace. Melody Blue, Lyric Pink, Waltz Green. Sizes 7 to 15, under \$20.

With it, wear Minx Modes' Lip and Nail Lustre, perfumes and cologne...

Junior dresses and cosmetics by Minx Modes are sold by ONE fine store in every community. Write us, we'll tell you where.

R. LOWENBAUM MFG. CO., ST. LOUIS

## SEA VIEW BEACHWEAR IS STYLISH



BEFORE THE STORM THIS BATHER WORE PLAID BEACH COAT WITH HOOD



WHITE BATHING SUITS WITH DEEPLY CUT BACKLINE ARE OLD STAND-BYS

"There Are Many Mints  
But Only One  
After Dinner Mint"—

Richardson's Candy Chef



U.S.A.-NO.

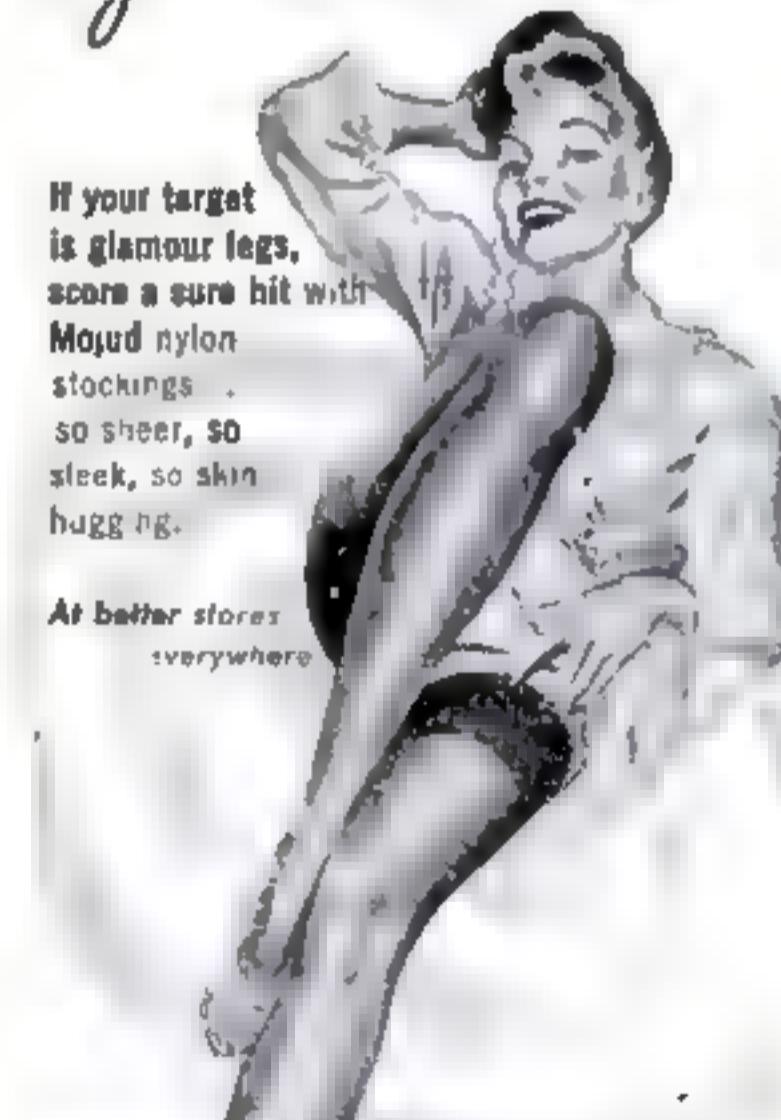
*Richardson's*  
AFTER  
DINNER  
**MINT**

Pure CANE Sugar plus  
Natural MINT for Flavor



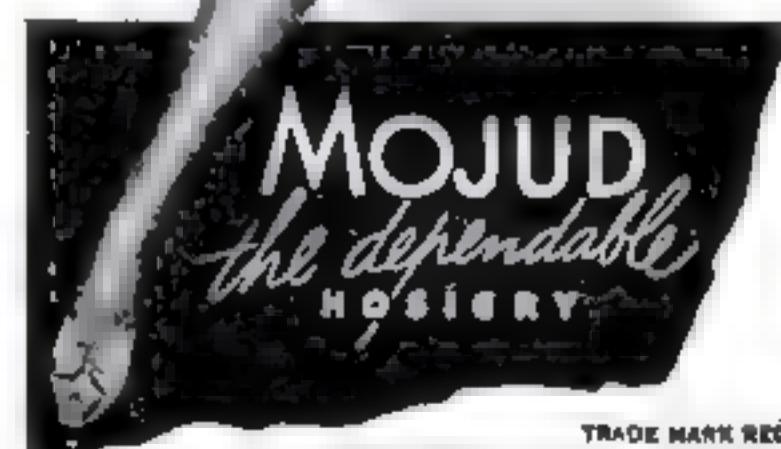
Thos. D. Richardson Co., Philadelphia 34, U.S.A.

*Glamour Legs*  
by MOJUD



If your target  
is glamour legs,  
score a sure hit with  
Mojud nylon  
stockings...  
so sheer, so  
sleek, so skin  
hugging.

At better stores  
everywhere



**MOJUD**  
the dependable  
HOSIERY

TRADE MARK REG.  
©1947 MOJUD HOSIERY CO., INC., N.Y.C.

CONTINUED ON PAGE 121

*LOOK!*

It's the new

**CROMPTON**

*Corduroy*

**the best back-to-school corduroy made!**

**Now Sanforized! ■ Now Zelan-Treated!**

CROMPTON Sky Leader Corduroy is a deep pile, durable Corduroy that wears like iron. And it's the *only boys' wear* Corduroy that's Sanforized and Zelan-Treated for extra value at no extra cost to you.

If you want the best boys' wear Corduroy there is, ask for CROMPTON Sky Leader\* Corduroy, available in well tailored, well styled slacks, longies, jackets, overalls, knickers, snowsuits and other outer garments. Sizes 4-20.

In better stores everywhere.

**DURABILITY**

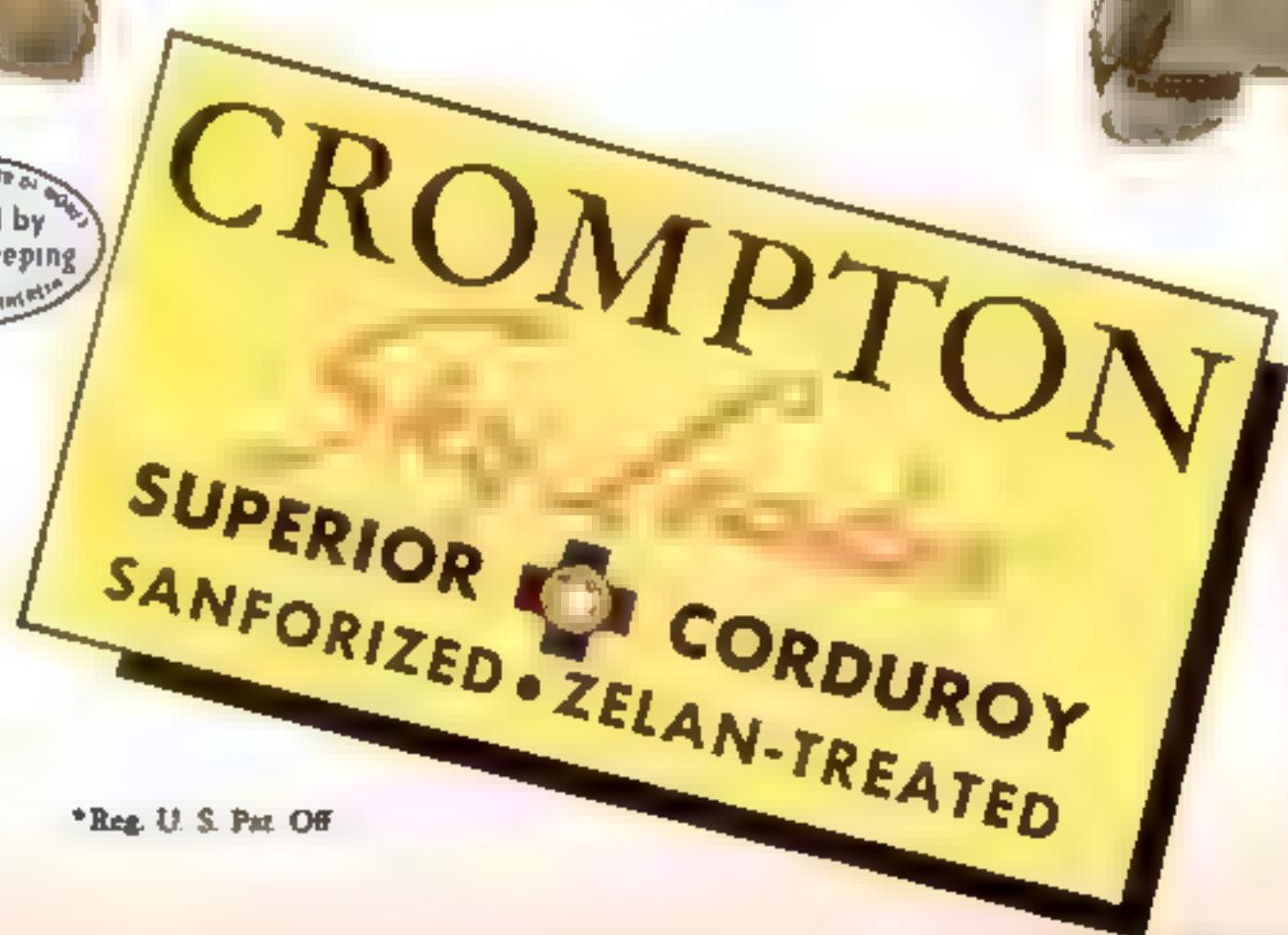
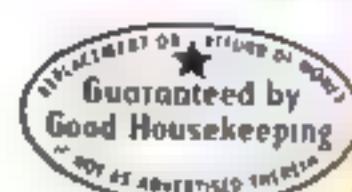
Crompton Sky Leader\* Corduroy is made to stand hard wear. The rich, deep pile is firmly anchored in and simply won't scuff off.

**SANFORIZED**

Sky Leader\* garments can be washed and washed. They will not shrink more than 1%. When you buy the right size it stays the right size.

**ZELAN-TREATED**

Sky Leader\* garments are Zelan-Treated. They will shed rain and snow, resist stains—and will continue to give protection even after repeated washings or cleanings.



\*Reg. U. S. Pat. Off.

# While the Storm rages...



## THE TRAIN GOES THROUGH!

The sky darkens... lightning crackles—soon comes the deluge, blotting out all visibility!

No matter—your Pennsylvania Railroad train takes weather as it comes... the good with the bad.

And if you've temporarily lost one horizon *outside*—you've gained another, new and more beautiful, *inside*!

For now those two famed all-coach streamliners—*The Trail Blazer*, New York-Chicago and *The Jeffersonian*, New York-

Washington-St. Louis—and the *Liberty Limited*, Washington-Chicago, proudly welcome you to Pennsylvania Railroad's grand postwar coaches.

So roomy... only 44 seats to the car!

So magnificently lighted... fluorescent lights four times stronger, yet soft and... shadowless.

So much easier riding... credit that to the improved undercarriage and those new lightweight but sturdy steels.

Your window is a full 6 feet wide, the largest

we've ever made... and the washrooms likewise are extra spacious, each with two toilet annexes and three washstands.

Even your coach doors admit you with an ease never before known—they're electro-pneumatic and open at a finger's touch.

From the ground up, from door to door, these postwar coaches invite you to enjoy not only new comfort, new riding ease, new beauty—but an utterly new experience in dependable low-cost travel. So step aboard!... to a comfortable seat reserved for you at NO EXTRA COST!

**PENNSYLVANIA RAILROAD**  
for WEATHERPROOF service

*Party* CONTINUED

FEELS GOOD  
RIGHT AWAY



If  
your skin  
itches at all  
try Zemacol

When skin irritations itch and make you miserable, get quick relief with ZEMACOL. It's soothing and invisible—doesn't stain the skin or clothing. Antiseptic—germicidal—fungicidal. Try it tonight. 50¢ and \$1 at all druggists.

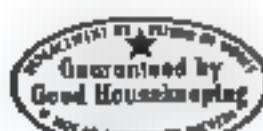
U. S. Pat. Off. A Norwich Product 

A winner with women!

## QUEST

All-purpose  
DEODORANT

On sanitary napkins,  
Quest powder deodorizes  
completely



## SEA VIEW ATTRACTS NEGRO SOCIETY



AT THE BEACH CLUB Norfolk's social elite holds its formal dances. At right is Dr. Alfred Fentress, leading physician and Sea View's chief organizer.



A GROUP SING highlights one of Sea View's club dances. Here members of Omega Psi Phi, a Negro college fraternity, sing their favorite fraternity songs.



IT'S BACK!  
NOW YOU CAN HAVE  
PRE-WAR QUALITY  
PAINT JOBS AGAIN

No matter how good otherwise, oil paint which has not been mixed and reduced with genuine 100% Gum Turpentine, cannot give the best results.

That's why men who know paint-on-the-job best (painting contractors and master painters) prefer Gum Turpentine 9 to 1.

Gum Turpentine is the Real Thing... as important to good painting as high quality pigment and genuine oil. If you want a pre-war quality paint job, avoid Gum Turpentine substitutes. It pays to pay a few cents more for the real thing.

Sold wherever paint is sold in convenient size packages which bear the AT-FA Seal of Approval, your assurance of genuine, 100% Gum Turpentine. Gum Turpentine cleans and preserves wood-work, floors and furniture. Best for cleaning paint brushes.

AMERICAN TURPENTINE FARMERS ASSOCIATION Head Office • Valdosta, Georgia



# LASSIE

famous MGM collie of screen and radio fame



is fed exclusively on  
**RED HEART DOG FOOD \***

*Lassie's owner and trainer, Rudd Weatherwax, says: "I feed Lassie on canned ready-to-serve Red Heart for 3 important reasons:*

- 1 "This improved, government inspected product is made of fresh, moist meat and meat by-products and contains all 10 vital Amino Acids plus all the other body-building, health-maintaining food elements Lassie's strenuous daily schedule demands."
- 2 "Best of all, the famous Red Heart 3 flavors, Diets A, B and C, fed in rotation, give Lassie mealtime variety. All three give full nutrition, for only the flavors change."
- 3 "Proper feeding is primarily responsible for Lassie's alertness, sleek coat, sturdy bones, fine teeth, regular habits, and superior intelligence. Every dog lover will do well to feed his dog 3-Flavor Red Heart."

#### LASSIE IS ON THE AIR

Listen to "The Lassie Show" every Sunday afternoon—ABC network. See your newspaper for exact time and station.

\*A product of John Morrell & Co., Meat Packers, General Offices: Ottumwa, Iowa

Buy all 3 flavors and feed in rotation



## MISCELLANY



MAKER OF "SABO HAIR REMOVER" CLAIMED IT COULD ALSO PLANT HAIR

## QUACK MEDICAL DEVICES

Road show to expose expensively phony cure-alls is sent out by the American Medical Association



ELECTRIC BELT was advertised to cure stomach trouble, rheumatism, arthritis, neuritis and Bright's disease by passing magnetic field through body.



DEVICE OF "EYESIGHT INSTITUTE" SUPPOSEDLY CURES EYE TROUBLE

The august American Medical Association, which is celebrating its 100th anniversary this year, has spent 100 years keeping a watchful eye on the fraudulent practice of medicine. To make the potential victims of quackery watchful, too, the A.M.A. is currently sending out an exhibition of the devices sold by quacks. Some quacks, the A.M.A. has sadly observed, have remarkable audacity. One of them, a man named Dinshah P. Ghadiali, charged \$750 for a "Graduate Spectro-Chrome" which he claimed would stimulate the pituitary, energize the liver, build hemoglobin and promote digestion, to say nothing of killing worms.



LUNG PADDLES, to be squeezed together with each breath of the patient, are supposed to improve shortness of breath and ailments due to weak lungs.

CONTINUED ON NEXT PAGE

*There's no Gin like Gordon's*

BECAUSE OF LIQUEUR QUALITY and HIGH PROOF 94.4  
DRINKS NEVER TASTE THIN WITH . . .

**Gordon's Gin**  
100% Neutral Spirits Distilled from Grain

Temporarily, GORDON'S GIN is being shipped in the round Victory bottle ... 100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N.J.

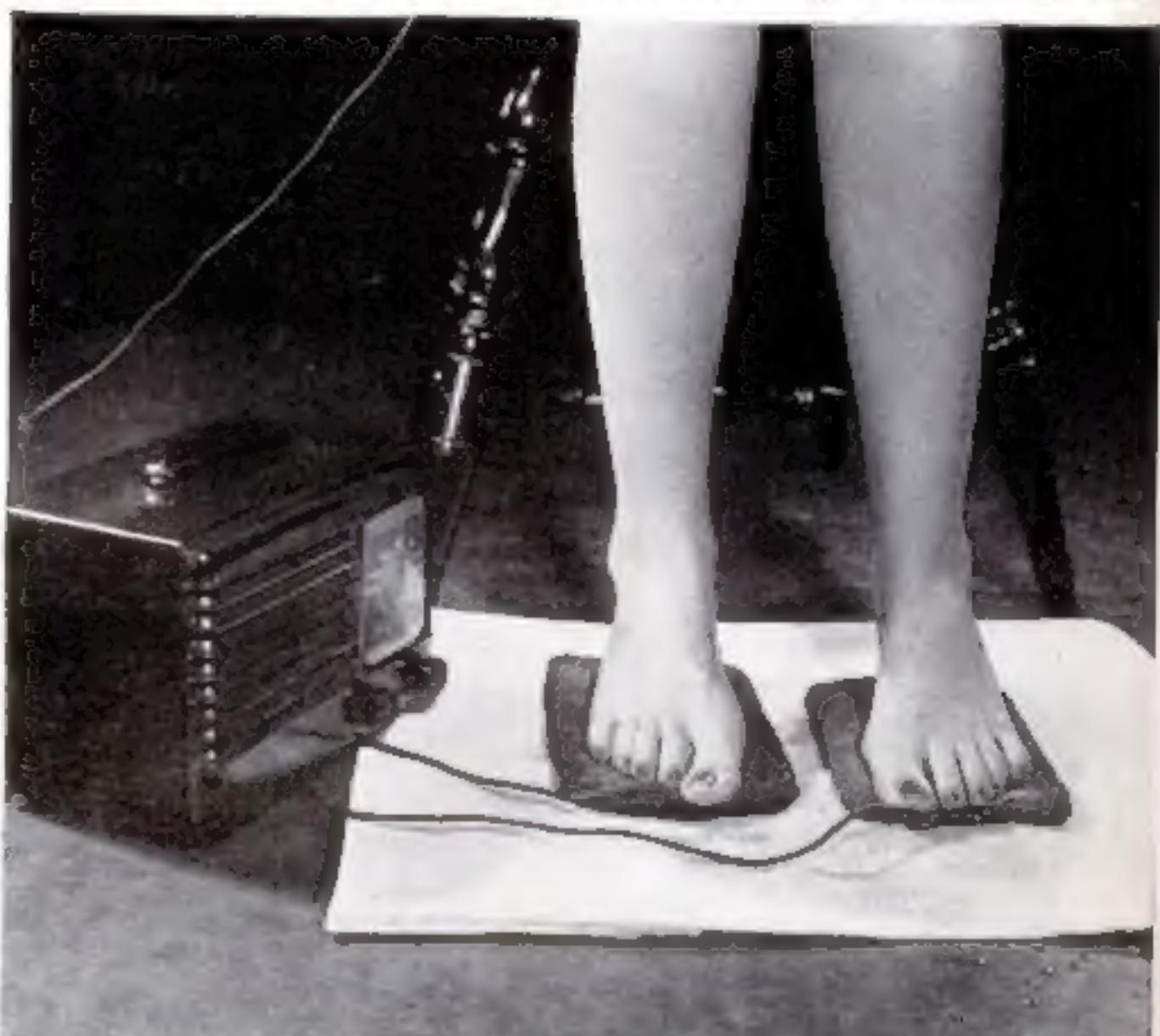
**Quackery** CONTINUED



**MECHANICAL HEART** (right) "helps carry away languishing tissue and adds healthful cells." Attachment on head is supposed to help growth of the hair.



**MASSAGER** pinches skin and surface tissue. Claim of manufacturer: massager will help constipation, chronic headaches, falling hair and double chin.



**MOIST PADS** connected to a radio allegedly send "sound waves" up through the patient's legs to increase secretions and blood supply, absorb adhesions.

*There's STYLE NEWS in  
Men's Topcoats*



In topcoat fabrics this fall, I've noted that Beeches seem to have lost some ground to tweeds, gabardines, cheviots. Ease and comfort are the trends, with a smooth-looking drape—swagger as style leader. Seen around: half-belted camel's hair polo coat, double-breasted, low pockets!

*Randy*

YOUR STYLE SCOUT

## *There's style news in RAND shoes!*

Stick 'em out in aisles...prop 'em up on desks. Don't hide your Rand Shoes, fella, they're style-setters! Style-setters with an easy-fitting, easy-wearing gRAND value\* quality that will swing you smartly through season after season. See Rand Shoes at your dealer's today.

Also Randcraft Shoes  
for men and young men  
at lower prices

FOR gRAND COMFORT  
gRAND STYLE  
gRAND VALUE



**RAND**

Natural Crepe Soles are  
back in the style news

### \*gRAND value

Only choice cuts of the finest skins are used in Rand Shoes. Upper leathers are carefully mated for texture, color and resistance to stretch. Sole leathers are cut only from the best part of the hide to assure better flexibility and wear. These operations cost us more, take more time, but make Rand Shoes a much better shoe value for you.

**THE RAND SHOE**  
ALSO RAND JUNIORS FOR BOYS

MADE BY THE WORLD'S LARGEST SHOEMAKERS

ROBERTS, JOHNSON & RAND • DIVISION OF INTERNATIONAL SHOE COMPANY • ST. LOUIS 3, MO.



Come over on the  
Sunny Brook side!

Enjoy the whiskey that's

"Cheerful  
as its  
Name"

The sun shines east, the sun  
shines west . . . but wherever  
Old Sunny Brook is served,  
the sun shines best! So smooth,  
so mellow, so rich in good  
Kentucky whiskey flavor!

Today—try a frosty-cool highball  
"on the Sunny Brook side!"



OLD  
**SUNNY BROOK** BRAND

Kentucky Whiskey—A Blend

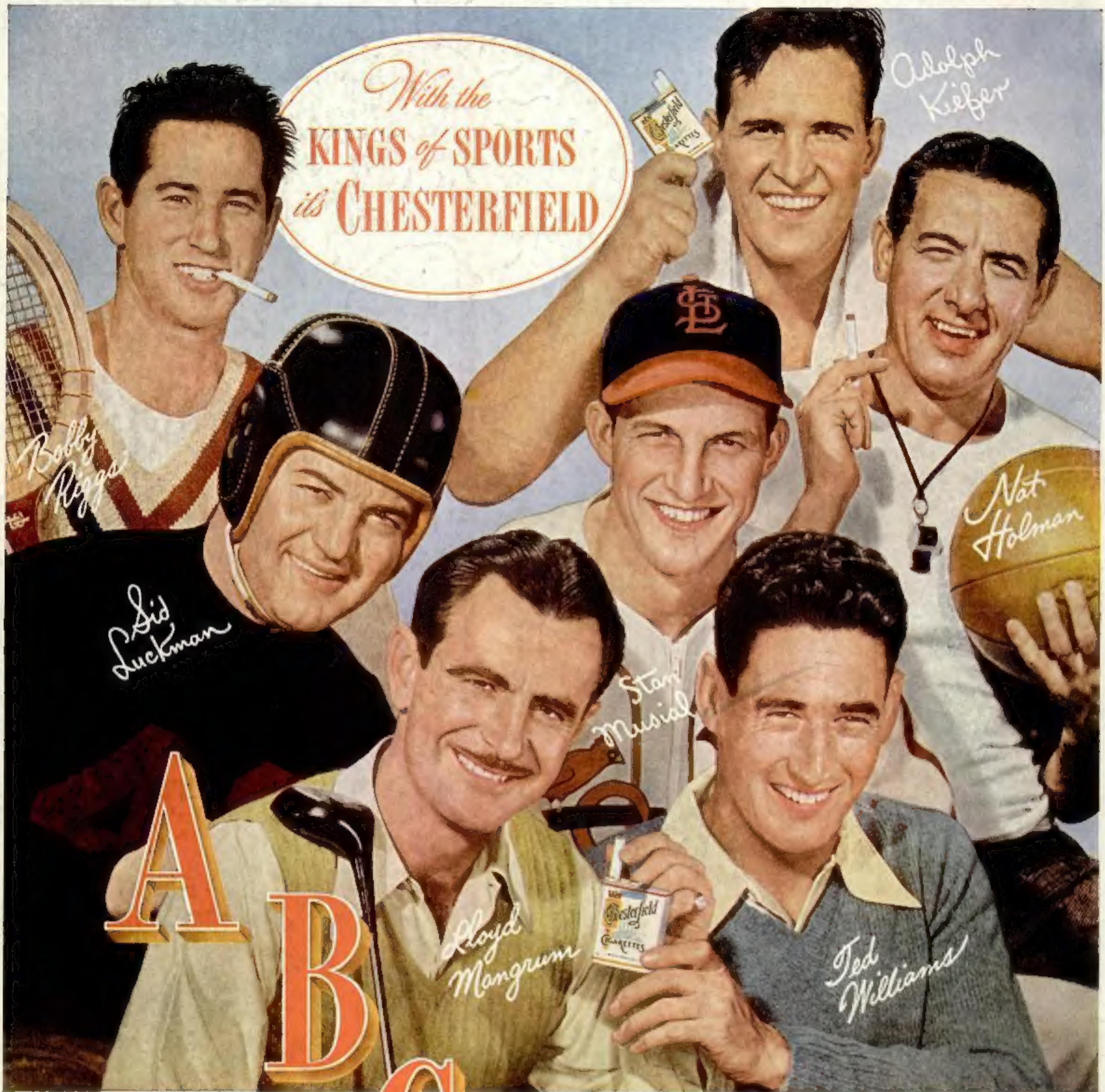


LOOK FOR  
THIS WATCHMAN  
ON EVERY BOTTLE

93 PROOF • 65% GRAIN NEUTRAL SPIRITS • NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK

Stan Kleiner

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ALWAYS BUY **CHESTERFIELD**



- A** Always Milder
- B** Better Tasting
- C** Cooler Smoking

*The Sum Total  
of Smoking Pleasure*